

SD Mayer & Associates

NetSuite—“The Platform of the Future”—Powers Significant Growth

Company Name:
SD Mayer & Associates

Industry:
Business and
Management Consulting

URL:
www.sdmayer.com

Headquarters:
San Francisco, Calif.



SD MAYER & ASSOCIATES, LLP

SD Mayer & Associates is a business and management consulting firm specializing in accounting, tax, wealth management, mergers and acquisitions, litigation support, bankruptcy consulting and other financial advisory services. The firm distinguishes itself from traditional CPA firms by bringing innovative technology and fresh thinking to each of its clients. In doing so, the firm has transformed the nature of client service in order to help its small and midsized businesses and nonprofit clients achieve their individual objectives efficiently and cost-effectively. Founded in November 2012 by veterans of large, traditional CPA firms, one of SD Mayer's first business decisions was to implement a core business tool on which to run its business and with which to empower its clients. This turned out to be a clear and easy choice for the firm—NetSuite ERP. The choice of NetSuite, the world's No. 1 cloud business software suite, has enabled SD Mayer and its clients to automate operations, streamline processes and access real-time business information anytime, anywhere.

Advantages to Partnering with NetSuite

- **NetSuite's cloud-based ERP suite provides a powerful competitive advantage** – “It's clear to us that the world is changing,” explained Jim Warren, SD Mayer director of IT services. “The cloud is the future; it's not about in-house servers anymore. Moreover, NetSuite ERP provides both our firm and our clients a comprehensive business software suite that's customizable, solid and fairly priced. It's always up and running and enables us to compete with similar- and larger-sized firms and be quite profitable in doing so.”
- **Multi-faceted support services** – As a NetSuite Solution Provider Partner, SD Mayer has ready access to NetSuite technical resources including documentation, consultants, modules still in limited release, marketing materials and co-op dollars, and more. In addition, when needed, NetSuite leadership is very flexible about accommodating requests and requirements necessary to close deals.
- **Compelling Value Proposition** – “Customers just want their business management software to work,” Warren said. “They don't want to have to deal with an on-premises ‘hairball’ of 10 or more applications cobbled together and they don't want to be forced to hire expensive IT staff who are difficult to manage and typically add nothing to the bottom line. NetSuite can be customized to meet clients' specific needs, is always up to date, always available and scalable to support client growth.”
- **NetSuite ERP dramatically drives SD Mayer's growth** – SD Mayer's NetSuite practice is significantly driving growth in the firm's number of employees, number of clients, total revenue and profitability. As a NetSuite partner, SD Mayer is able to win high net fee per hour business it might otherwise lose to competing firms. In fact, its NetSuite-related business revenue currently accounts for a significant portion of the firm's total revenue. “Our ability to compete and win against the high-end professional services firms is directly attributable to our choice of NetSuite ERP to run our business and our decision to become a NetSuite Solution Provider partner,” Warren said.

Business Challenge

SD Mayer launched in 2012 based on its principals' vision of an accounting industry undergoing change. They saw a transformation in practice focus areas and firms using innovative technology to help clients run their businesses more efficiently, effectively, cost-effectively and with greater, real-time insight. “One of the first decisions we had to make as a newly launched firm,” Warren recalled, “was what software we were going to run our business on. We knew that most businesses run about 10 different systems for accounting, human resources, financial planning, scheduling, document management and other activities, and that these systems generally don't talk to one another. So, if you want to get a clear, accurate view of what's going on in the business, you can't get a straight answer. We believed the way to solve that problem was to implement a single system.”

Solution

Steve Mayer, the firm's founder and managing partner, and Jim Warren were already very familiar with NetSuite. They were convinced from the start that NetSuite ERP met the firm's key criteria for a single business management system that was cloud-based, customizable and reliable. They were also familiar with other vendors' options available to them, but chose NetSuite without hesitation.

The platform of the future

Compared to QuickBooks, Oracle, SAP and other business management products, SD Mayer views NetSuite as "the platform of the future." According to Warren, "our firm wanted a significant portion of our practice to be focused on software consulting. We knew NetSuite was the number one cloud-based business management suite. It's reliable, always up-to-date, customizable, scalable and maintenance free. Being cloud-based, it is also affordable compared to the other solutions."

Delivers a 360°, real-time view of business operations and customers

To optimize business performance and profitability, organizations need to know what's happening across their enterprise at all times. They need to be able to get accurate answers, on demand, to complex questions regarding operations. For example, a company may want to run reports showing revenue by client across multiple lines of business and across multiple geographic locations. Or a company might want to run a margin report by referral source to understand how the business is performing across locales. Because NetSuite ERP is a single, integrated suite that provides a seamless flow of information encompassing financial planning and management, supply chain and inventory information, order and billing management, shipping and fulfillment management and more, it streamlines enterprise-wide operations and provides the real-time visibility organizations need to make better and faster business decisions.

Powers and supports rapid growth

"If you believe your business is going to grow over the next three to five years," Warren said, "it's actually more affordable to implement NetSuite upfront and grow into it and with it than to start with something like QuickBooks and do a conversion later. This isn't just another sales pitch. When SD Mayer was launched, we faced many of the same issues our clients do and we chose to run our business on NetSuite as our core business management tool."

Empowers and excites clients, generating loyalty and new sales referrals

NetSuite, with its integrated financials/ERP, CRM, ecommerce and resource management capabilities, can be equally effective and easy to use in over 110 countries with over 190 currencies in more than 50 tax jurisdictions. It meets one of the most frequently cited requirements: simplicity. "One of my colleagues received a card from a client in which the client said 'Thank you for freeing us from being shackled to our prior system,'" Warren recalled. "That same client then provided us with two huge referrals. That's an indication of the level of value SD Mayer can deliver with NetSuite and the loyalty that value inspires."

Results

In the simplest terms, SD Mayer's NetSuite Solution Provider partnership is driving the young firm's growth in a very significant way. Since its founding, SD Mayer has grown from 7 employees to 25. 6 of the firm's employees are focused exclusively on SD Mayer's NetSuite practice. The firm derives 25 percent of its revenue from its NetSuite practice. Together, SD Mayer and NetSuite ensure that clients do not have the burden of managing separate general ledger, time-and-billing, payroll, scheduling, CRM and client services systems. The combination of SD Mayer's 25 years of expertise in creating effective client solutions, and NetSuite's industry-leading, cloud-based business management software suite, has made SD Mayer one of the financial industry's most innovative and rapidly growing firms. "We're launching in markets nobody has touched with cloud solutions because we know that people want a solution that provides scalability, that will help them differentiate, and make it possible to run their companies on dashboards," Steve Mayer said. "Nobody else does that, so we're leading the charge."

 To find out how a NetSuite partnership can benefit your organization, email [NetSuite Inc.
at SolutionProviders@netsuite.com](mailto:NetSuite Inc. at SolutionProviders@netsuite.com)