

Empired's Growth Skyrockets 173% with NetSuite



“NetSuite replaced six legacy business systems with a fully integrated management system that is delivering accurate, real-time business and financial management information. The implementation was very fast and cost-effective, with reasonably low ongoing management costs as well. We can now take advantage of a multitude of market growth opportunities faster to help us achieve our growth goals.”

Mark Waller, Chief Financial Officer, Empired

Company at a Glance

Location:

Perth, Australia

Industry:

Services

Applications Replaced:

Salesforce.com, QuickBooks, Replicon Timesheets and Scheduling, and two in-house systems

Solutions

NetSuite OneWorld

Service Resource Planning (SRP)



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Customer Success:

- NetSuite proved fast to implement, with relatively low implementation and ongoing management costs.
- Empired posted a record 173% increase in half-year earnings in 2012 compared with the previous half year period due to an accelerated growth trajectory resulting from better visibility and delivery of new business opportunities.
- Empired's customers are more satisfied by its ability to rapidly deliver richer business data.
- Empired's 200-strong team needed minimal training to be able to use NetSuite's system, with customisation able to be done in-house.

Challenges:

- Empired's six different business systems were costing too much time and money, while choking its customer lifecycle.
- Empired was managing up to three databases for the same information leading to inaccurate management reporting and unnecessary administrative burden.
- Empired passed on new business opportunities due to lack of real-time visibility of its current resource capacity and forward looking resource plans.
- Resources were often underutilised as Empired lacked the visibility to quickly track resource availability.

Solution:

- After a year long search, Empired chose NetSuite OneWorld SRP over Oracle, SAP and Microsoft solutions, because of its ease of use, simpler installation process, as well as significantly reduced market-entry and maintenance costs.
- NetSuite's fully integrated solution takes Empired from customer opportunity management through project management to invoice payment, with the appropriate reporting and dashboards throughout.
- Automated business lifecycle management tools and resource planning capability enable Empired to take advantage of emerging market growth opportunities.