



PeopleNet Communications Corporation

www.peoplenetonline.com



At A Glance:

- **Company:** PeopleNet Communications Corporation
- **Locations:** Chaska, Minn.
- **Industry:** Transportation, High Tech Services, Telecommunications/Wireless, Computer Software
- **Challenges:**
 - High-cost and unreliable software integrations stifling the bottom line
 - IT group distracted from core responsibilities maintaining packaged software applications
 - CRM and reporting software not performing up to requirements
- **Software switched from:** Onyx, Great Plains, Concur
- **Other software considered:** Siebel, Salesnet, Salesforce.com
- **Results with NetSuite:**
 - Software integration costs slashed
 - Creating employee efficiency, and saving thousands of dollars replacing redundant stand-alone applications
 - Technology developers free to focus on advancing PeopleNet's products

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The Results

PeopleNet Communications Corporation adopted NetSuite to bring its front and back-office operations into harmony while leaving behind a legacy of expensive and unreliable integrations between different software packages. Switching to NetSuite eliminated the high integration costs and drain on internal technology resources, freeing PeopleNet's software developers to focus on improving service for its customers.

PeopleNet has also used NetSuite to improve bill presentation, resulting in fewer calls and questions from customers and a timelier turnaround from invoice to payment. “By integrating our usage billing system with the NetSuite back office, we are able to efficiently create accurate invoices for our customers, and as a result, save time and money,” says Ron Konezny, CEO of PeopleNet. By bringing its equipment manufacturer into the order loop through NetSuite's UPS integration, PeopleNet avoided hiring a sales administrator to coordinate with the equipment supplier. “Our order tracking and fulfillment is greatly improved,” says Konezny.

Using NetSuite's CRM capabilities, PeopleNet is tightening up sales processes and sales management, resulting in greater efficiencies on the administrative side and a chance to tighten the sales cycle and improve opportunity performance. PeopleNet even managed to save thousands of dollars by replacing its stand-alone expense tracking software with NetSuite's incorporated service.

The Challenges

PeopleNet provides vehicle management solutions to over 1000 corporate fleet operators. Since its inception in 1994, PeopleNet has experienced strong growth as companies increasingly demand real-time communications and tracking of their fleet vehicles, but internal IT operations were not well-positioned for sustained, efficient growth. “We had very much followed the traditional approach to building our IT. We had Great Plains,



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we had Onyx, we used Crystal Reports, and we also had to use a lot of elbow grease to integrate those different applications,” Konezny says.

Elbow grease wasn't all the tangle of integration demanded of PeopleNet. Konezny says the company spent 10 dollars in integration costs for every dollar spent on software, and much of that integration and maintenance came from the company's internal technology group, which was also expected to develop and support the company's core service offering. And in the end, the integrations were not as stable or powerful as the company needed.

PeopleNet got tired of the competition for technology resources and the ever-escalating costs of managing several packaged software applications, so they decided to make a change.

The Solution

PeopleNet quickly saw that its problems were larger than one single piece of software, and wanted a full-featured replacement that could address all of its needs. “Our first inclination was just to replace our CRM, but when we discovered NetSuite's ERP capabilities as well, including usage-based billing, and saw that we could go to one provider and get a real business ERP solution that we could grow with, we got excited,” Konezny says.

With NetSuite, PeopleNet now only has to manage one software integration to its own proprietary service operations software, an integration that has proven more reliable than ones the company has attempted in the past. The company mapped out five different workflow processes to link its client-facing operations to NetSuite and made the transition over a five-month development and deployment period to 60 corporate users. Today, more than four years later, PeopleNet has 100 NetSuite users.

In addition to improving internal operations, PeopleNet is realizing gains in its sales organization with the fully-integrated CRM suite that was the company's initial goal. “If a salesperson is struggling with numbers, we are able to get some insight into what the activity is, in terms of sales calls and meetings, and at what point the process is breaking down, without spending a lot of time on conference calls asking, ‘What's going on with this account?’”

In all, Konezny says that his company came up to speed with NetSuite very quickly, and achieved the results the firm expected when making their commitment. “PeopleNet is really exercising just about every NetSuite module, and it has played out very positively.”

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