



## Integrated Motion

[www.integratedmotion.com](http://www.integratedmotion.com)



### At A Glance:

- **Company:** Integrated Motion distributes and manufactures components for industrial computers, motors, and other factory controls and hardware.
- **Location:** Greensboro, NC
- **Industry:** Wholesale/Distribution, Manufacturing
- **Challenges:**
  - Poor support for multiple part numbers necessitated the use of huge spreadsheets for ordering
  - Lack of transparency and activity tracking complicated collaboration, leading to wasted effort
  - Remote access was virtually useless, resulting in delayed expense reporting and extra paperwork.
- **Software switched from:**
  - Sage MAS 90
- **Results with NetSuite:**
  - Integrated support for multiple part numbers per product ensures all customers get the service and products they want, presented as they want it invoiced and shipped
  - Collaborative tools and built-in communication improved workflow, cutting down on phone calls and duplicate entries
  - SaaS delivery means employees can access dashboards, orders, customer records, and expense reporting from anywhere

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Southeast Division at Integrated Motion*

### Results

Integrated Motion couldn't wait to shed its old, on-premise accounting program in favor of a modern, on-demand business operating platform in NetSuite. By providing detailed task tracking, NetSuite has made it easier for the company's accounting professionals to collaborate without duplicating work or exchanging countless calls and e-mails to investigate the status of a payable or invoice. Automatic updates not only to the core system but key operational features such as payroll tax tables save time and effort. Integrated e-fax eliminates dozens of trips to the fax machine every day. And thanks to NetSuite's automated quote-to-order processes, and seamless UPS shipping integration, Integrated Motion no longer has to double- or even triple-enter key customer data, cutting down on errors.

NetSuite's always-on, SaaS availability has also substantially improved productivity for employees out of the office. Instead of relying on a cumbersome VPN, Integrated Motion's field engineers and sales staff can access the browser-based application from a laptop computer almost anywhere. Parts can be quickly queried and ordered based on customer, distributor, or vendor SKUs, and reports and dashboards are available to any authorized user at any time.

In all, 45 users across Integrated Motion and its corporate sibling use NetSuite to help keep the company vibrant and successful. “NetSuite has helped our business in a million ways,” says Diane Hodgkins, Controller, Southeast Division at Integrated Motion.

### Challenges

Integrated Motion sells industrial PCs, motors, and assorted manufacturing hardware to clients ranging from the US military to lawnmower repair shops. Such wide diversity in clients and products leads to complex relationships between parts and customers, and the company's earlier business management solution was ill-equipped to handle the demands. Unwieldy spreadsheets, virtually useless remote access, and opaque reporting were only some of the problems with the old system.

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With the company’s MAS 90 license set to expire, Integrated Motion set out to find a better, more flexible, and more accessible solution. “The owner of the company was frustrated because he couldn’t run his own financial reports, and our field representatives rarely used the system because it was slow and inconvenient to use the VPN,” she says.

### **Solution**

NetSuite provided all of the flexibility and ease-of-use Integrated Motion was looking for at a time when the company needed a more mature solution in order to grow successfully. “As soon as my boss saw NetSuite, there was no doubt about it,” Hodgkins says. “It was such a huge improvement from where we had been with MAS 90.”

NetSuite makes it easy for Integrated Motion to support the demands of many customers to have parts listed according to their own internal numbers and categorization, rather than the manufacturer or distributor part number. Under the previous solution, this required the use of aliases and an 800-page spreadsheet. As a result, the ordering process is much easier, clearer to understand, and less prone to error.

Integrated Motion’s customers have noticed the difference as well, especially in the form of the new, self-service channels enabled by NetSuite’s Customer Center. “Our larger customers in particular appreciate the ability to log in and see the status of all of their orders, and how much they owe,” Hodgkins says. “It cuts down on phone calls, and they always know when their parts will arrive.”

These new capabilities, and dramatically improved visibility for all executives and employees, ensure Integrated Motion remains a trusted supplier and resource for its customers. “We have been growing by leaps and bounds in the years we have been on NetSuite, and the power and flexibility we get from the solution has been a great help,” she says.



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