



Hugh Symons Telecom

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At A Glance:

- **Company:** Hugh Symons Telecom
- **Location:** Dorset, United Kingdom
- **Industry:** IT & Telecommunications
- **Challenges:**
 - Established, growing telecoms providers needed to create a scalable, service-oriented architecture with plans to support multi-stores integrated within a single ERP system
- **Other software considered:** SAP
- **Results with NetSuite:**
 - Hosted, integrated Web store, with customised individual stores as separate entities within the single system, saving considerable time and money
 - Supports joined-up marketing, facilitating campaign tracking from e-shot to sale
 - Eliminates the need to outsource tailored queries, saving thousands of pounds
 - Reports created in-house at any time, with no additional cost
 - Dashboards allow executives to see snapshot of the business and make more informed decisions
 - Using NetSuite to analyze and manage its business processes, the company gained ISO 9001 quality accreditation

“NetSuite’s Web store saves us considerable development time and money.”

— *Mike McMinn, Project Implementation Manager*
Hugh Symons Telecom

The Results:

Using NetSuite has given Hugh Symons Telecom — part of the Hugh Symons Group established in 1971 which has adapted for almost four decades to continually position itself at the cutting edge of technology developments — a service-oriented IT architecture that supports e-stores and joined-up marketing. It has also yielded time and cost savings on a significant scale: new reports can be created in-house, new roles can be created within hours, and the outsourcing of routine and ad-hoc system changes has been eliminated. In addition, NetSuite supports joined-up marketing, facilitating campaign tracking from e-shot to sale; it eliminates the need to outsource tailored queries, saving thousands of pounds; and dashboards allow decision-makers to see a snapshot of the business at any time, to make quicker, more informed decisions.

"Because it's a hosted solution, we didn't have to buy the boxes, the software, the hardware, the staff, or a back-up solution," says Mike McMinn, Project Implementation Manager. "We don't have to worry about scalability, or economies of scale. There's no way we could afford to implement our own solution on this kind of scale, or get anything like the same benefits."

"Our NetSuite implementation is truly a success story," he states unequivocally.

The Challenges:

Hugh Symons Telecom is a value-added distributor and service provider within the fixed, mobile and IT networking markets. Driven by the desire to sell airtime online through multi-branded stores, the company needed a scalable, service-oriented architecture, which its existing ERP system could not provide. "We wanted to be able to funnel our multi-stores into a single ERP system," explains McMinn, "with the ability to customize individual stores as separate entities within the single system. We needed Web services, ODBC, and direct access to data in a single package."

 Find out more: contact NetSuite, Inc. at 1 877 NETSUITE or visit www.netsuite.com



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After briefly considering SAP, McMinn came across NetSuite whilst searching the Web. "We held workshops in advance to define a set of very stringent ERP requirements, so we knew exactly what we wanted," he says. "Once we saw NetSuite with multi-store functionality firmly on the roadmap, the choice was a no-brainer."

The Solution:

The company now uses approximately 50 NetSuite users for its full service lifecycle, including inventory management, CRM, accounts and invoicing, with its website sitting on top, and emails coming straight into the system.

The ease with which information can now be retrieved and reports created saves both time and money, as McMinn explains. "In our previous system you had to jump in and out of screens, and there was no flexibility to create customized reports. With NetSuite, everything's at your fingertips — you don't have to rise from your seat or lift the phone. NetSuite's search facility is extremely powerful, and so is the flexibility to create whatever reports you want."

Previously the company had to outsource its queries to produce tailored reports. If, for example, each outsourced query cost £1,000 — not to mention the weeks of planning, tailoring, testing, and tweaking — McMinn says Hugh Symons can now produce any report they like, at any time, and can do it themselves. Currently the company has 280 saved searches in the system. "And that's even taking into consideration that we have so many largely because the process is easier now. Just look at the cost and time savings that represents!" says McMinn.

Similarly, roles within the system can be customized in a very short timeframe, with no additional cost. "Today I created a new, tailored, more streamlined role for a particular area of our business, which eliminates the need for one of our staff to jump between roles when he uses the system," says McMinn with enthusiasm. "It took me a few hours, was easy to configure, and used no external resources."

Using NetSuite to analyze and manage its business processes has helped the company to gain the International Standards Organization quality registration ISO 9001. McMinn explains how they built their entire quality management system using custom records and case management tools in NetSuite, which allows them to log and analyze quality issues, and allocate tasks to effect improvement.

A further advantage is joined-up marketing. "We couldn't operate e-shots before — we'd have had to collect, collate and manage CRM data using Microsoft Outlook. Using NetSuite, we can track each campaign, from the e-shot to getting the lead and making the sale, and all the information is in one place instead of all over the place."

This 'joined-up' functionality affords directors and top-level managers a tremendous view into the business; at any time, they can see a snapshot of exactly how business stands, enabling them to make more informed decisions.



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