

## Gradwell

[www.gradwell.net](http://www.gradwell.net)



### At A Glance:

- **Company:** A leading provider of voice over IP (VoIP) since 1998
- **Headquarters:** Bath, UK
- **Industry:** Telecommunications; Computer/IT Services
- **Company Size:** 30
- **Challenges:**
  - Previous billing system prone to errors
  - Lack of traceability in customer activity and billing
  - No single view of the customer for sales, support and billing
- **Results with NetSuite:**
  - Single view of the customer
  - Faster and more efficient customer service
  - Accurate billing capabilities
  - Financial audit fees cut by 50 percent
- **Software switched from:**
  - QuickBooks, e-Support, in-house systems
- **Other software considered:**
  - Goldmine, Mamut, Sage, Salesforce.com
- **NetSuite Solution:**
  - NetSuite UK

*“With NetSuite we have cut our financial audit fees in half!”*

— Peter Gradwell, Managing Director, Gradwell

### Results

Founded ten years ago by budding entrepreneur Peter Gradwell, Gradwell Dot Com offers a range of voice over IP (VOIP) telephony and other internet services to small and mid-size businesses across the UK. In the last two and half years the company's success has sky-rocketed, taking the organization from six to thirty employees. Given such a dramatic growth rate, Gradwell quickly outgrew its old IT systems.

NetSuite has proved to be a big success. “We know that NetSuite has been the best thing for us because we have stayed in full control,” said Managing Director Peter Gradwell. “If we'd continued having lots of disparate systems we'd be running round like headless chickens! NetSuite gave us a solid foundation to grow on.”

Quite simply, NetSuite has given Peter the ability to run his business better. Prior to NetSuite the complex nature of the business coupled with numerous disparate systems made auditing transactions a highly work-intensive process. Thanks to NetSuite reports, Peter can keep a close eye on the company's performance. Now all transactions are fully automated and traceable, giving him an up-to-date and accurate view of the business: “I was looking for a system that had extra value KPIs and that's exactly what we got. Our accountant is delighted! NetSuite's fully comprehensive audit trail has improved the transparency of transactions and has meant that our financial audit fees have halved.”

Being a single integrated system, NetSuite has also made life much easier for Gradwell's sales and support teams. The teams have a much simpler view of each customer, enabling them to fully understand their value and manage customer accounts accordingly. Management is also much easier. “We now have KPIs that we didn't have before,” said Peter, citing an example of the 300 support tickets the company manages each day. Now Peter can check the support dashboard each morning to quickly identify which tickets are unresolved, find out why and make sure the appropriate action is taken.

Gradwell can also offer customers a much faster and efficient service. “Using NetSuite means it takes us less time to deal with customer enquiries. Prior to NetSuite a support representative had to flip between up to four windows to answer a query; now all the information is in one place. It's a huge time saving and means we can manage more customer enquiries with the same number of people,” said Peter.

### Challenges

Over the last ten years Gradwell's customer base has grown to 8,500. These customers use over 40,000 internet telephony lines. Managing this volume and complexity of data presents an enormous challenge for Gradwell, which sends out over 100,000 invoices per month.

 **Find out more: contact NetSuite, Inc. at +44 (0) 1628-774400 or visit [www.netsuite.co.uk](http://www.netsuite.co.uk)**



*“NetSuite has given us a solid foundation to grow on.”*

*— Peter Gradwell  
Managing Director, Gradwell*

Managing the billing process was originally achieved by importing a telephone log file from their telephony system into a QuickBooks accounting system. Other aspects of the business were run on home-grown systems, with another separate system, e-Support, used to manage customer service. However, with no direct integration between the systems, there was no traceability between the call log, customer invoices and payments, making it difficult to respond to customer enquiries and provide a full and accurate audit trail.

As the company grew in size, Managing Director Peter Gradwell realized that they needed to find a better way of managing the process. “We needed a system that could make it all happen automatically, as well as providing full traceability,” he said. More than that, Gradwell needed a system that would support every aspect of the business, from sales, through accounting, and customer service and support. “We needed to have a single view of the customer — not least because VOIP is a fairly new technology, so we knew we’d need to provide a lot of customer support,” he added.

### Solution

Gradwell began searching the market for a solution. In addition to NetSuite, the company considered Salesforce.com, Mamut, and a combination of Goldmine and Sage. “We chose NetSuite because it does everything; we use every facet of the system, from project management, to inventory, logistics and warehouse management,” said Peter. “Most importantly for us it has the customer and accounts ledger at the core; everything else we do is based on that.”

NetSuite’s integration capabilities were also a key selling point. The system more than copes with the high volume of activity going through it, with over 120,000 API calls per day between the billing, customer portal and dashboard functions. “NetSuite offered us the best XML API,” noted Peter.

Gradwell was also attracted by NetSuite’s Software as a Service (SaaS) model. “It’s very similar to the service we offer to our own customers,” said Peter. “You can plug in your laptop anywhere in the world and access the system. As a virtual company it means we can work from anywhere.” The SaaS delivery model NetSuite is based on has also significantly reduced the company’s IT overhead. Unlike with its previous mix of packaged and in-house systems, the company doesn’t need to direct its internal IT resources towards maintaining NetSuite. “We can focus our IT people on our own customers,” said Gradwell. “It’s nice to have an accounting product that works the same way we do.”

Gradwell began working with NetSuite in February 2007. The company chose to implement NetSuite themselves, starting with accounting, then customer support and finally sales. The company added a number of features, integrating screen-pop technology from computer-telephony integration (CTI) vendor and NetSuite partner, CamrivoX. Gradwell also offers the same technology to its own customers.

As a young company, Gradwell recognized that NetSuite offered them a unique opportunity to improve the way they were working. Now having established use of NetSuite across the business, the company is starting to refine their use of it, taking advantage of features such as budgeting. “Be prepared for what NetSuite has to offer you,” advised Peter Gradwell. “It took us a little while to admit it, but we soon realized we should pay close attention to what NetSuite could do for us. The NetSuite system encapsulates a host of best practices — they know what they’re doing!”

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