



Incutio Ltd

www.incutio.co.uk



At A Glance:

- **Company:** Incutio Ltd
- **Location:** Wrexham, Wales, UK
- **Industry:** Software; Computer Services
- **Challenge:**
 - Integrate CRM and accounting activities
 - Provide visibility at both individual and company level
 - Develop a new business without compromising the existing one
- **Software switched from:** Salesforce.com, SugarCRM, Sage, QuickBooks
- **Results with NetSuite:**
 - Productivity up 10-15%
 - Productivity of one key staff member up a further 20%
 - 10% increase in revenue

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— Andrew Piggott, Managing Director
Incutio Ltd

The Results:

British company Incutio increased its overall productivity by 10 to 15 percent in just a few months by using NetSuite's integrated CRM and financial functionality.

It achieved an additional 20 percent increase in the productivity of one particular staff member formerly responsible for maintaining and customising the set of existing, disparate systems, giving him a combined total of 30 to 35 percent more time to concentrate on revenue-generating activities.

"We've also increased our revenue by about 10 percent thanks to NetSuite's ability to capture every job we do, making sure that nothing escapes the billing procedure," says Managing Director, Andrew Piggott.

The Challenges:

Incutio, which builds and services Web-based software solutions, was keen both to grow its existing business and to alleviate operational strain in order to divert resources to developing a new online retail business.

With around 60 percent of its existing business invested in supporting the applications and services it provides, good customer relationship management is the key to Incutio's business, but it had no formal CRM structure in place.

"Everybody was working really hard but we weren't always aware of what each other was doing," says Andrew. "For example, a lack of coordination between sales and scheduling meant that whilst one of us was selling services, the rest of us were unaware of what was coming our way and often ended up with too much or too little work." Inevitably, this impacted on revenue.

Data was manually transferred between disparate systems and a lot of customer detail was held in the heads of Incutio's staff and passed around by email on an ad-hoc basis. "We had no efficient way of pooling information and analyzing issues such as why some clients required significantly more support than others, whether the correct support contract was in place, and which clients were profitable."

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There was also no integration with financial systems and, without a formal system for capturing jobs, as much as half a day per person per week was going unbilled.

Incutio tried a number of commercial and open source products for its CRM and financial support needs — including Salesforce.com, SugarCRM, Sage and QuickBooks — but whilst each had strengths in its own particular area, none provided quite the right fit and, more significantly, they did not easily integrate with each other. The search was on.

The Solution:

Although Incutio had a detailed set of criteria, NetSuite took the company by surprise. "We didn't expect to find a single solution for CRM, financials, sales-force automation, and project management," says Andrew. "We were expecting to have to provide the integration ourselves."

Having found NetSuite, the implementation took place over four weeks and went live in August 2005.

With NetSuite, all of the company's business information is held in a central repository where it can be queried and analyzed. "Everything is captured," says Andrew. "We can track each task from the initial lead through to completion, billing and payment."

Such information helps staff with forecasting and scheduling. "We get project forecasts that alert us when to divert attention from project work and launch the next sales drive, and when to stop selling and concentrate on delivery and boosting incoming cashflow," says Andrew.

He adds, "NetSuite supports each person in each part of the business — for us, that's its greatest strength. It allows each member of staff to do their own job within the context of what is happening in the rest of the company. Whilst one person looks at how many cases are open and what to do next, another is checking how the business is doing financially and what we need to finish to meet our targets. Every business perspective is catered for."

Incutio uses NetSuite's performance-based reporting functionality to identify bottlenecks — "for example, if one stage in a project is taking too long, we can identify why and fix it" — and to improve performance in areas it hadn't even considered before, such as why some support jobs were getting left until last.

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Incutio — which means 'be inspired' in Latin — has reaped the greatest tangible benefits in its accounting through a combination of time-saving and improved cashflow. Using NetSuite to support the company's accounting processes leaves staff more time to provide customer services that generate income: "Productivity is up by 10 to 15 percent," says Andrew.

Most significantly, NetSuite ensures that all jobs are captured as sales orders. "It would be hard to quantify what we might have been losing before, precisely because the details were not being recorded," says Andrew, "but we are seeing a 10 percent increase in revenue due to this issue alone."

Not only is everything billed, but it is billed on time — in the past it sometimes took four weeks or more to get bills out. The system provides prompts to remind customers to pay, and is able to send monthly management reports to Incutio's bank manager.

Incutio's 400-plus customers can now approve sales orders online and will in time receive online statements and invoices too, eliminating the need for ad-hoc account queries and paper-based mailings — freeing up yet more man-hours for revenue-generating activities.

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