Building a NetSuite-Centric
Professional Services Agency

Focused on Building Long-Term Client Relationships

When Adam Baruh founded SuiteCentric LLC in 2017, he began by focusing exclusively on NetSuite SuiteCommerce development. As founder and CEO of the company, Baruh also wanted to bring together an experienced team of in-house developers to manage SuiteCommerce Advanced (SCA) implementations, project recovery, and optimization.

With that clear vision in mind, Baruh set up shop in Carlsbad, California, and signed up for NetSuite's Commerce Agency Partner Program. As SuiteCentric began to establish trust with more clients, additional opportunities to work on projects beyond the scope of ecommerce arose. This fueled the company's strategic decision to create an ERP Professional Services Practice and become a NetSuite Solution Provider.

"With NetSuite, there is no middleware to manage because SuiteCommerce Advanced is the public-facing database for the software platform."

Adam Baruh, Founder and CEO, SuiteCentric LLC

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"We really leverage NetSuite to be the center of our universe; it's fantastic." Sean Gillespie, COO, SuiteCentric LLC

Working with clients in the retail, ecommerce, health and beauty, wholesale distribution, manufacturing, software, apparel and footwear, and food and beverage sectors, SuiteCentric manages and executes the full implementation of NetSuite from legacy systems like QuickBooks, Sage, Microsoft or others.

SuiteCentric helps organizations identify key business requirements, implement NetSuite to meet their business needs, perform system acceptance testing and it leads companies through a successful NetSuite go-live. The company is also committed to earning the trust of customers to such a degree that it can develop into a long-term strategic partnership. Since becoming a NetSuite Solution Provider, the company is thriving and is focusing its ERP efforts towards full NetSuite implementations. "We're not just selling software to our customers," said Baruh. "We genuinely care about developing long-term relationships, we strive to understand their strategic roadmaps and to help them achieve their goals by utilizing NetSuite."

Challenge

Working with Sean Gillespie, COO, and April Holman, Chief Solution Officer and ERP Practice Director, Baruh quickly realized that enterprise resource planning (ERP) would be a good addition to the firm's SCA practice.

"As Alliance and Commerce Agency Program Partners, we could talk about everything NetSuite, but we couldn't price the licenses for it," Gillespie said. "We wanted to act like we were able to sell the NetSuite software, so our marketing strategy was to build enough content to have possible net-new clients," Gillespie said.

Solution

Knowing that its customers want one trusted provider to work with, SuiteCentric decided to become a NetSuite Solution Partner. "We were missing out on some deals because we weren't a NetSuite reseller," Baruh explained. "We couldn't close the loop for customers that wanted to work with us and be able to purchase NetSuite licenses from us."

The company also runs its own business on NetSuite, with an emphasis on the platform's project management capabilities. It added several customizations to NetSuite, including one that proactively alerts team members when budget thresholds are close to being reached. "We can reach out to the client and work with them on it," said Gillespie, "instead of just running over our budgets."

Results

Becoming a NetSuite Solution Provider Partner has enabled SuiteCentric to:

- Close four net new license deals within the first 30 days of becoming a NetSuite Solution Provider Partner.

- Fully leverage the platform's capabilities—and customize them as needed—to run its own business.

- Be a true strategic partner for all of its clients.

- Eliminate the need for third-party ecommerce applications like Shopify and Magento.

- Build even stronger customer relationships and support its commitment to "TransCAREncy™."

Advantages to Partnering With NetSuite

- **Help build strong customer relationships.** So tightly focused on customer service that it trademarked the word "TransCAREncy™," SuiteCentric's NetSuite Solution Partner status helps it go beyond just selling software to customers. "We're now in a good position to be able to control both the negotiation and the customer relationship," said Baruh, reflecting on the firm's previous Alliance Partner status. "We weren't able to 'tell the story' when closing new SCA implementations. Now we can."

- **Enable a true omnichannel selling experience.** SuiteCentric customer's IT teams don't have to worry about managing a hybrid solution that requires third-party applications or middleware integrations. With all data fed in real-time through a fully-integrated ecommerce platform, the data exists in NetSuite's back-office simultaneously, enabling a true omnichannel experience. "With middleware and third-party programs, it's not unusual to see a consumer initiate a return request and have to wait a day for that request to be reviewed and processed," said Gillespie. "That doesn't happen with SCA. Everything is right there at your fingertips ready to be addressed by anyone within the organization."

- **No middleware to manage.** As third-party applications that require middleware, Shopify and Magento require customized manipulations in order to "hook into" a company's ERP platform. NetSuite eliminates the need for these third-party ecommerce apps while also providing a robust customer relationship management (CRM) platform and SCA—all of which are neatly folded into one software suite. "You wind up with one single, true source of information," said Baruh, "and that's NetSuite."

- **Help be a strategic partner to clients.** SuiteCentric's biggest value proposition and position statement revolve around being a long-term strategic partner for its clients. As part of that commitment, this NetSuite Solution Partner strives to understand its customers' roadmaps in both the short-term and the long-term, and to offer professional advice and guide them when they're making decisions that might not align with their strategic vision. "We're not afraid to do that," Gillespie said.

- **Support a consistent, predictable user experience.** A true cloud solution that provides updates across the entire user spectrum at a predictable cadence, NetSuite ensures that everyone is on the same version and being upgraded at the same time. "There's some definite harmony to that," said Baruh.

- **Control its own destiny.** When Holman joined the company, she loved that SuiteCentric focused exclusively on NetSuite development and implementation. The reality of using in-house developers to help control both SuiteCentric's and its clients' destinies was another differentiator. A long-time ERP expert, Holman said having a dedicated development and ERP team can mitigate the need for outsourcing. This aligns directly with Baruh's founding mission of serving up a single robust and customizable solution to multiple business verticals. "We're selling one product, NetSuite," said Holman. "This singular focus stops us from competing against ourselves by trying to sell different ERP products to the same groups."

- **Achieve its goals.** All companies want to be able to boast strong business portfolios that attract great talent, potential investors and strategic business partners. SuiteCentric is no exception to the rule and Baruh sees its NetSuite Solution Partner status as a key stepping stone on the path to future success. "We're trying not to settle for anything less than 12 new logos and $1 million dollars in sales this year because our goal is to be a NetSuite 5-Star Partner next year," he said. "That's our mission."

To learn how an Oracle NetSuite partnership can benefit your organization, email us at SolutionProviders@NetSuite.com.

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Partner Snapshot

Company: SuiteCentric
Industry: 100% NetSuite-focused IT consultancy
Location: Carlsbad, Calif.