

## The Magic Combo for Heavy Equipment Companies: NetSuite + Advectus + GSI

Heavy equipment companies are typically very established companies, many of which have been passed down from one generation to the next. From forklifts to dump trucks to cranes, heavy equipment spans a wide range of vehicles that even includes fire trucks and buses. Known for having a strong “community feel,” the industry has endured the test of time and continues to serve as a critical foundation for the nation’s infrastructure.

As with any industry, this longevity can be a double-edged sword when it comes to innovation, technology and software. Working with an “if it’s not broken, don’t fix it” mindset can only get a company so far in today’s tech-centric business world, where aging legacy systems, Excel spreadsheets and manual processes can throttle a company’s growth and competitive advantage.

“Many times, a mom-and-pop operation will be running on a system that likely grew out of a heavy equipment dealer that developed it along with its own technology partner,” says Jim Justinich, director of implementations at Advectus Solutions. “Then, spreadsheets were used to transfer data from that proprietary system and into QuickBooks or another third-party solution.

This presents a variety of challenges:

- Requires costly and time-consuming manual intervention
- Error-prone due to required manual data entry and maintenance
- Risks to the data and business operations when moving data between systems
- Requires workarounds to built over time, causing system failures down the road

**“Managing from a lead all the way to a repair is very difficult because none of those systems ‘talk’ to each other,” Justinich explains, noting that accounting departments generally have no way of tracking sales order through the cycle, nor do they have good transaction visibility.”**



### The Perfect Combination

Built within NetSuite, Advectus is the ERP’s only dealer management system (DMS). It’s also the only DMS built specifically for the heavy equipment industry and its unique accounting and sales processes. “We’ve built thousands of scripts, NetSuite workflows and integrations that enable a very seamless solution that’s used by very large companies like Volvo and BMW,” says Justinich. “Our ability to customize functionality for these organizations translates into major benefits for all Advectus users.”

With GSI, Inc., as one of its NetSuite integration partners, Advectus provides an end-to-end solution that effectively replaces all the proprietary systems, legacy solutions, Excel spreadsheets and manual processes that impede growth for heavy equipment dealers.

Take BMW, for example. The company uses Advectus’ core DMS, which has been expanded to manage different aspects of the auto maker’s business. And while the versatile, flexible platform is also used by smaller dealers with two or three locations, it can clearly handle enterprise-level operations as well. Those operations include fire truck, power sports and other vehicle manufacturers.

### Cracking the Implementation Whip

By partnering with GSI to bring the power of NetSuite to its customer base, Advectus delivers a level of expertise and detail that only a seasoned, experienced implementation partner can provide. To achieve the best results from the DMS, every task must be meticulously documented and completed during implementation. GSI ensures this rigorous process, ensuring that tasks are executed properly and on time. Shawn Scanlon, EVP - Consulting Services, said it perfectly...

**“GSI’s Project Management team ensures that projects are completed on time and within budget. By planning, executing, and monitoring every detail, we help businesses achieve their goals smoothly and efficiently, guaranteeing top-notch results for every project.”**

Justinich also likes how GSI maintains domestic project management resources that are available via email and phone as needed. “When you send GSI an email, you know you’re going to get an answer that day,” he says. “That high level of communication, project management and financial implementation expertise are all critical to the success of projects like these.”

Strong synergies between implementation partners and solution providers are equally important. When working with a trailer specialist in Canada recently, Advectus and GSI met up in Vancouver, sat down with the customer, reviewed all the details of the relationship, demonstrated the solution and then implemented it.

“Our teams work well together. We understand enough about each other’s roles to know that it’s our responsibility as a team to solve the customers’ problems,” says Justinich. “That’s something you don’t always get with partnerships, and particularly when the two companies’ cultures aren’t aligned.”

### Win More Business & Reduce Risk

With more and more legacy systems being sunsetted by their makers (earlier this year, for example, all versions of QuickBooks Desktop were discontinued by Microsoft ), heavy equipment dealers need modern enterprise resource planning (ERP) and DMS applications that help them win more business, streamline their operations and reduce risk. Companies that are saddled with disparate systems and excessive spreadsheets are in the same boat.

“Any heavy equipment dealer that’s not thinking this way is effectively leaving money on the table, knowing that their competitors are moving in the direction of more streamlined, unified business systems,” Justinich warns. “If your legacy systems are going the way of the 8-track tape or if you have five people managing a single process, it’s time to automate your business and build out workflows that will help future-proof your company for generations to come.”