



CASE STUDY

From QuickBooks to NetSuite: A 30-Year Leap for an Innovative Geochemical Lab

How one geochemical laboratory worked with GSI to replace its 30-year-old QuickBooks accounting system with NetSuite cloud enterprise resource planning.

For more than three decades, GeoMark Research has acted as a true “scientific detective” for many of the world’s largest oil and gas companies. With 34 employees in Texas and Louisiana, this geochemical analysis leader transforms analytical results about rocks, hydrocarbons and fluids into reports that customers use to understand potential oil and gas reserves.

The company owns oil, rock and gas labs where it analyzes subsurfaces drilled by oil and gas companies. Founded in 1991, GeoMark is also the only company in its sector to offer a worldwide “map” or database of its findings. Companies that subscribe to the database can access insights into all regions of the world and then use that data to make more informed business decisions.

Use Tech to Streamline the Lab

GeoMark had been using QuickBooks to run its growing business since opening its doors more than 30 years ago. Most of the company’s sales transactions are contract-based and require a lot of paperwork (e.g., contracts, invoices, multi-year agreements, terms and conditions, etc.). Over time, those documents began to overload the basic accounting system.

“We got to the point where QuickBooks was on overload due to all that documentation,” said Mari Trevino, Controller. “We started noticing lag time as the business grew.” GeoMark also needed more robust reporting and a way to more accurately measure its profitability. “That’s why we started exploring our options.”

GEOMARK

COMPANY SNAPSHOT

Company: GeoMark Research

Location: Headquarters -
Houston, Texas

Industry: Geochemical industry

Employees: 34

About the Company: GeoMark Research is a leading geochemical laboratory offering a wide range of geochemical solutions to the petroleum industry. It is renowned for its high-quality geochemical and PVT data, which support scientific advancements in the energy sector.

System replaced: QuickBooks

Solution: NetSuite software
and GSI implementation



“GSI seemed to check all the boxes while also helping with NetSuite customizations and other things we hadn’t even thought about,”

Trevino

More Help Needed, Please

After thoroughly evaluating the various enterprise resource planning (ERP) platforms on the market, GeoMark selected NetSuite for its “great ratings and reviews,” said Trevino. After implementing the ERP, the company began working with NetSuite’s own support team. It quickly found itself in need of more guidance, expertise and ERP customization support.

“It was a frustrating experience,” said Trevino. “At that point, I was feeling discouraged about the decision to move to NetSuite.” She learned about GSI, Inc., from the president of Vistage (an executive coaching group), and turned to the NetSuite Partner for help solving GeoMark’s immediate challenges and also helping it optimize its ERP investment.

“GSI seemed to check all the boxes while also helping with NetSuite customizations and other things we hadn’t even thought about,” said Trevino. “That’s where our journey with GSI began.”

GSI Helps Companies Get More Out of NetSuite

A managed services offering, GSI’s NetSuite SuiteCare uses a well-established, proactive, case-driven methodology that helps global organizations use their ERPs to streamline business processes, increase efficiencies, leverage automation and get more out of their IT investments. GeoMark was more than ready to do all of that and more, so it signed up for the service and began working with GSI.

That decision began to pay off instantly. “GSI has been great. I don’t even know if I can find the words to express the level of patience that they’ve had with us,” Trevino said. “It almost feels like they can read our minds and figure out where we’re trying to get to and what we’re trying to accomplish.”

Trevino also likes how GSI walks everyone “step by step” through the processes, versus just doing it all themselves. This educational approach has helped GeoMark better understand and utilize its new technology platform.

“GSI teaches us and encourages us to figure it out after they teach us,” said Trevino. “They’re also always ready if we need additional help. It’s just such a unique partnership that GSI offers; I don’t think I’ve seen or heard of anyone else doing this.”

Trevino appreciates GSI’s fast response time on questions and concerns, and said it repeatedly goes beyond what the company was getting from its original arrangement with NetSuite. “We were waiting days for responses,” said Trevino. “It just wasn’t a great experience.”



Changing GeoMark's Outlook on NetSuite

GeoMark's AP and AR professional entered the GSI relationship pretty frustrated with the company's new ERP, but that mindset changed once Trevino began getting the right level of managed services support.

For example, GSI helped GeoMark develop reports that get down to a very granular level of detail by business line class, department and/or location. Being able to drill down to those specifics—and the fast turnaround time of those reports—saves the company's small accounting team much time and frustration.

“We're on the road to discover new customization opportunities and we have complete faith in GSI's ability to help us get there,” said Trevino. “They've completely changed our outlook on NetSuite to the point where we're now excited about our weekly calls with GSI's team. They have so much knowledge and experience, and they keep us excited about what's next on the list.”

What's Next on the List?

Up next, GeoMark wants to start using the NetSuite Vendor Management module, which will help it automate and simplify supplier relationships. This will be a major time saver for the company's AP/AR professional, who spends much of her time managing vendor bills. “We're really excited to add this capability,” said Trevino.

“When we signed up with NetSuite, they emphasized how the vendor management module would eliminate the need to hire additional accounting personnel, and that's something I didn't believe until we signed up with GSI,” she continued. “Now, all of these automations and updates that we weren't even aware existed are starting to confirm that.”

GSI, Inc.

GSI, Inc. (GetGSI.com) offers business, functional, and technical consulting for enterprise applications like Oracle NetSuite, ServiceNow, Oracle JD Edwards, Oracle Cloud, and HubSpot. We provide cloud/hosting solutions using advanced AI and automation to ensure daily Service Excellence. Our solutions include AppCare (24/7 managed service), GENIUS AI (Application Intelligence Platform), GENISYS (system performance optimization), GatewayNow (managed ServiceNow ITSM), gShield (security solution), RapidApproval® (Salesforce AppExchange), RapidReconciler® (inventory reconciliation), and JDE Cloud9 (cloud-based hosting). Founded in 2004 and headquartered in Atlanta, GSI is recognized on Inc. Magazine's Inc.5000 list of fastest-growing companies and offers a 100% guarantee on services.

