Revolutionizing Operations: R Alliance Ag Supply's Seamless Transition from QuickBooks to NetSuite

Leaving QuickBooks Behind & Cultivating Change

R Alliance Ag Supply stands as an industry leader in agricultural chemicals, offering customized services for a wide range of agricultural businesses. Their unwavering commitment to excellence is evident in their exceptional crop protection solutions and enduring partnerships spanning the entire Midwest. Specializing in secure and efficient agricultural services, they provide a comprehensive range, including agricultural chemicals, specialized crop protection products, and expert consultations. With renowned personalized customer support and transparent practices, R Alliance Ag Supply caters to various agricultural sectors, ensuring sustainable growth for their clients. Based in Toluca, IL, they serve customers across the Midwest region.

As a growing company, Matthew Modro, Finance Manager at R Alliance Ag Supply, said that the company had been relying on QuickBooks for well over 20 years. "It was the company's financial accounting backbone," he said. However, over the last few years, they realized that the software had been producing quite a significant number of reporting and inventory errors. For instance, as per Modro, when selling a substantial amount of chemicals, like 4000 gallons, QuickBooks would mistakenly show it as zero cost, making it seem like there was a sudden $500,000 profit overnight when it was $5,000. "We really couldn't rely on its information or inventory costing [calculations]. It was going to turn around and cost us money."

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> *Finance Manager*
> *R Alliance Ag Supply*

COMPANY SNAPSHOT

Company: R Alliance Ag Supply

Location: Toluca, Illinois, USA

Industries: Agricultural Product Wholesaler, Chemical Wholesale

Employees: 5-10

System Replaced: QuickBooks

Solution: NetSuite software and GSI implementation

The team promptly realized that they had "outgrown" the solution. "QuickBooks was tough," said Modro. "We were going to bite ourselves, so we saw a new accounting system — NetSuite — and from all looking at it online, it seemed the best of the best."

NetSuite looked like it had all the components that the R Alliance was looking for — the complete package, in fact. "It's the number one operating system. It's got quoting. It's got advertisement. While it was going to be almost 3X expensive, we thought the benefits would pay for themselves," said Modro.

GSI's Timely Intervention When All Seemed Lost

Initially, R Alliance decided to get set up with NetSuite Direct for their implementation, which was subsequently outsourced to NetSuite's team in India. The R Alliance team soon realized that the language barriers and their distinct accounting terms and processes posed an insurmountable challenge, making the experience somewhat awkward. "They didn't understand some very basic functionalities... we had accounting terms that make no sense to anybody outside of this building," said Modro. "We figured out very quickly that the NetSuite Direct team did not do what we needed them to do. As a family-owned business, we do things how we like to do them."

After entering into an agreement with NetSuite in July, everyone was racing against the clock to meet the October 31 go-live deadline. Though they managed to go live on time, the R Alliance team was still actively searching for a third-party provider to help them with post-implementation, as there were several unresolved issues, and the software needed customization to match their specific needs. Modro even remembered an incident where a college acquaintance with prior experience at Oracle suggested he go with a third-party provider entirely located in the US. "So, we started doing our research to find a third party that can come and help us. That's how we found GSI," he stated.

While there were two additional NetSuite Solutions Partners under consideration, Modro explained that they ultimately chose GSI due to a favorable discussion he had with our leadership team. "They hit on the right points; they understand what we're going through," he stated. GSI's pricing was also attractive, especially compared to NetSuite's Advanced Customer Support (ACS). "[GSI] had the best rates that we came across. They weren't overcharging us; they weren't undercharging; they were providing 'buckets of hours to use as we want," said Modro.

Sowing Success with NetSuite & GSI's Automation Capabilities

Modro discussed the technical challenges that GSI assisted with, particularly addressing numerous workflows within their ERP instance that were no longer feasible through QuickBooks.

For example, QuickBooks required R Alliance to manually provide their sales representatives with inventory reports since they needed direct access to the system. Modro had to manually send these reports several times each week, which involved exporting data to Excel, performing calculations, and then saving it as a PDF to send. "It'd take a while," he said. With NetSuite and GSI's capabilities, they were able to set up automated processes like daily inventory valuation reports delivered to the sales reps at 6:30 in the morning. "It's automatic, and it's accurate, as it's just one of those things that NetSuite allows you to do," he said. "That's why [NetSuite]'s the #1 in the market."

Data accuracy was another consideration that led the team to shift away from QuickBooks. With Quickbooks, they had to maintain records for numerous product details, like active ingredients, EPA registration numbers, pack sizes, and similar information. With approximately 1000 products, "if you wanted to update any of those, you'd have to change it one by one manually," said Modro.

NetSuite offers automated import-export capabilities, and GSI-enhanced the system's usability by educating them on the meanings of different fields and demonstrating how to update all their item information quickly. This streamlined process resulted in significant time savings. Now, even with "brand new ideas and brand-new active ingredient lists," it only takes them a couple of days to copy-paste and then a mere 5 minutes to upload. Modro noted they "didn't have that functionality before with Quickbooks."

Moreover, due to the immediate data availability in NetSuite, they can accelerate the website launch process and get their products to customers more rapidly than previously. "We're ready at the drop of a hat to upload information," said Modro.

Often, GSI incorporated features and functionalities into R Alliance's system that NetSuite Direct had not yet resolved.

For example, R Alliance wanted to select specific items from a customer's open sales orders to create a single new sales order for fulfillment and invoicing. Though Quickbooks was able to produce a single document, it needed to be fit to scale as the orders dramatically increased. NetSuite Direct was only able to produce an "unprofessional group invoice" that didn't meet their requirements at all; GSI stepped in and consolidated all the invoices within a single day, including those accumulated over an entire year, leading to a single document for shipment on a single truck and one invoice for the customer's payment.

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Blossoming Together: R Alliance's Learning & Growth with GSI

The post-implementation experience with GSI has been excellent thus far, as Modro expressed appreciation for the responsive approach of the team, especially in contrast to the previous support they had been receiving through NetSuite Direct.

He even recalled how, after one of their initial conversations, he had received a follow-up where the GSI team had taken the initiative to independently search for a solution to a problem R Alliance had been facing with NetSuite. "They always took their own time to go out and look for a solution and then bring it back to us," he said. Whereas each time they reached out to their NetSuite Direct team for assistance, the replies they got were more along the lines of 'it's not really our job." After all, the R Alliance team relied on the expertise of their service providers; therefore, they needed someone to guide them through their challenges and engage in productive responses. As a family business, the R Alliance team makes it a point to "take care of each other. The fact that someone was taking care of us... it's a big deal to us."

Regarding R Alliance and GSI's evolving partnership, Modro said it's been an empowering journey thus far. He also credited Jennifer Sanske for investing her time in providing comprehensive training to the R Alliance team regarding specific administrative or technical tasks. "Our hour-long calls are invaluable," he stated. "She taught me how to edit a form and create a saved search, so now when someone comes into my office and says I need this done, I've got this," he noted. He commended the self-sufficiency demonstrated by GSI in their service delivery. "Somebody is teaching you and investing in you, to the point where you can use the system on your own," he said.

Furthermore, the GSI team always gives him the option to either do the work for him or share information so he can attempt it himself. "I'd rather learn," he said, adding that the GSI team has been supportive of the R Alliance team's learning curve.

Ultimately, Modro could direct companies to GSI, who has illuminated simpler solutions, resulting in considerable time and financial benefits. Although NetSuite appeared complicated at first, GSI's guidance has proven to be of immeasurable value. "GSI promised to make us love NetSuite, and I can honestly say I do now, even though I used to dislike it. I love NetSuite now."

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GSI is a forward-thinking organization that aligns and optimizes your digital footprint with your business goals. We combine our deep business and industry experience with our expert knowledge of enterprise applications, automation, cloud and cybersecurity to deliver secure and flexible systems that allow your business to thrive and not just survive."

GSI's NetSuite team is the #1 ranked NetSuite Solution Provider by G2. We have this ranking because we put our customers – and our customer's customers – first. As an Oracle Platinum Partner, GSI's comprehensive suite of NetSuite services includes: SuiteCare, a 24/7 managed service offering staffed with dedicated resources; SuiteAlign, a Project Rescue service that identifies misalignment between project and business objectives; License Resale and New Implementations.

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Why GSI?

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