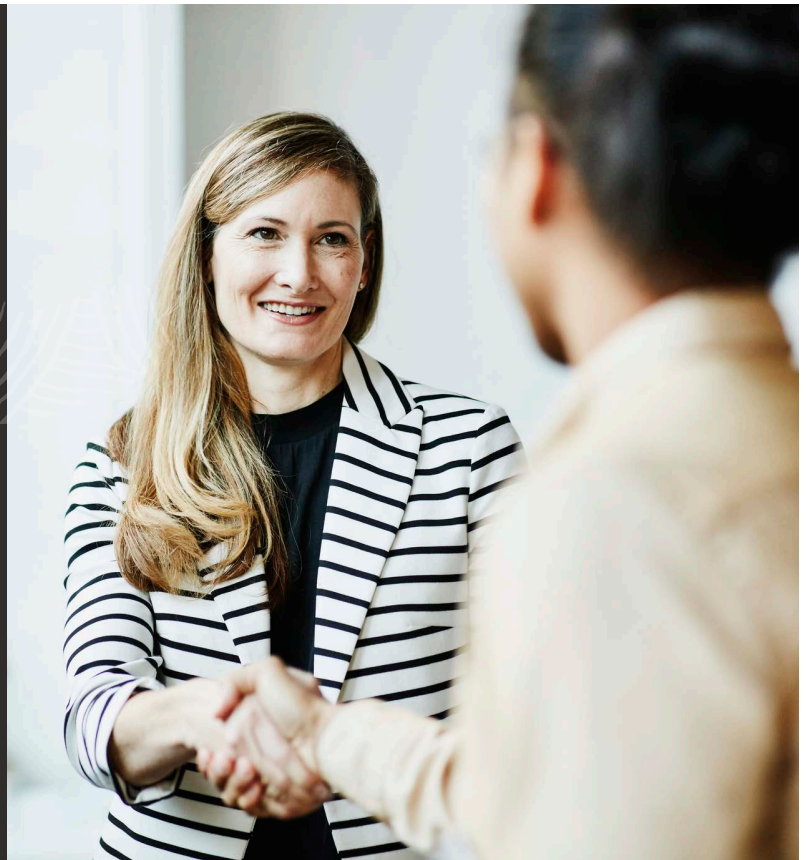




GSI

NetSuite Cloud ERP for Professional Services Organizations



Held back by disconnected project management systems, manual data entry processes, poor financial visibility, and virtually zero control over their budgeting and time processes, professional services consultancies need unified technology platforms that tie their operations together and help them break through these barriers.

Reliant on systems like QuickBooks, Microsoft Project and Microsoft Dynamics GP, most of these organizations have straightforward project management budgeting and client interaction requirements. However, they aren't using systematic project management tools that incorporate accounting, invoicing, budgeting and other functions. This makes life extremely difficult for the professional services firm that needs to scale up to meet customer demand.

“At most professional services companies, there’s a clear disconnect between actual project management and systematic financial reporting.”

Shawn Flowers, Director of NetSuite Enterprise Solutions, GSI, Inc.

Focused on long-term, complex projects, professional services firms operate in a sector that's impacted by technology, greater competition and changing client needs. In the face of all of this, professional services providers are reimagining their business models in order to reduce operational costs and improve their bottom lines. To get there, many of these firms are automating their back-end capabilities, eliminating manual processes and adopting unified enterprise resource planning (ERP) systems that streamline their end-to-end operations.

Looking for Answers

In the absence of a unified ERP, benchmarks like profitability and budgeting are often left up to chance at the typical professional services firm. For example, when the connection between project costs and project credits isn't clear, companies really never know whether they're making money on a client project.

Should resource availability shift or change during the course of a project (e.g. new consultants are brought in to complete the job when an employee leaves the firm), the time and cost associated with this change have to be accounted for. Left up to chance, even a slight change in process can wind up costing the professional services firm time, money and valuable resources.

The company that's using basic financial software also misses out on features like baseline reporting, which centers on expected project

costs over the entire lifecycle of the engagement. For the company whose client engagements span six months or more—typical for the average professional services firm—and deals with multiple change orders and shifts during that time, having that project visibility can mean the difference between a profitable project and a financial loss.

A Customized Approach to Managed Services

Working with professional services firms that have anywhere from \$20 million to \$200 million in annual revenues, the team at GSI, a NetSuite partner specializing in serving services businesses, is often surprised to see what technology these firms have been running on for years (or even decades). For example, it recently worked with one company that had over \$200 million in annual revenues and was still running on QuickBooks.

To help professional services firms migrate to an end-to-end, automated business management system, GSI developed a managed services customization package for NetSuite. By adding managed services to the mix, GSI puts the power of a cloud ERP system into the hands of organizations that require both traditional project management (related to a project administrator) and a managed service-style support structure (for customer contractors).

Through this dual-management approach, GSI has developed an end-to-end, NetSuite-based system that delivers functionality like employee time entry via a mobile application, free vendor access (for time entry) and a point-by-point list that companies can use for budgeting, project planning, project management and financial forecasting.

With NetSuite's cloud ERP and GSI's implementation expertise, companies can more effectively run their operations, manage their business data, increase their bottom lines and keep their clients happy (and coming back for more).



Company Snapshot

Company: GSI, Inc.

Industry: IT Consulting

Headquarters: Alpharetta, Ga.

Solution: GSI SuiteSuccess

