



## CASE STUDY

# From QuickBooks to NetSuite: A New Era of Efficiency Begins for GeoMark



### The Initial NetSuite Project

Earlier in 2024, GSI helped GeoMark optimize their NetSuite instance [after choosing to make the switch from QuickBooks](#), providing GeoMark with:

- Precision reporting capabilities
- Ability to focus on specific business line classes, departments, and locations
- Swift delivery of detailed reports with increased accuracy
- Reduced workload for the lean accounting team
- Stress and time constraint alleviation

The project opened new possibilities for customization and growth with Mari Trevino, GeoMark, Controller remarking, “We’re embarking on a journey to unlock new customization possibilities, and our trust in GSI’s expertise to guide us is unwavering.”

### The Enduring Partnership of GeoMark and GSI

Since their initial NetSuite setup, GeoMark found itself at a critical crossroads. While the potential for transformation was evident, the reality of continued NetSuite maintenance provided by NetSuite Support fell short of the team’s expectations. The company grappled with frustratingly slow response times from standard support services and NetSuite ACS, leaving them in a perpetual state of limbo.

Recognizing the limitations of traditional NetSuite Support, GeoMark made the move to GSI’s SuiteCare managed services offering to gain deeper expertise and personalized assistance.

## GEO MARK

### COMPANY SNAPSHOT

**Company:** GeoMark Research

**Industry:** Geochemical

**Location:** Headquarters - Houston, Texas

### About the Company:

GeoMark Research is the preeminent geochemical laboratory, providing petroleum fluid analyses to the petroleum industry and offering a full range of oil, gas, and source rock services. Through a combination of analytical services, regional petroleum system studies, and integrated database products, GeoMark provides a full complement of exploration and production services. It is the only laboratory worldwide to offer this unique combination of geochemical services, studies and databases.

**Solution:** NetSuite SuiteCare



*"Our team is really happy with the built-in reporting capabilities from NetSuite. Specifically, the detailed reports that are generated with the segmentation options alone. Something we never had with QuickBooks."*

**Mari Trevino**  
Controller, GeoMark

The SuiteCare program emerged as a tailor-made solution, designed to address the very issues that had been plaguing GeoMark. With a promise of rapid response times, a wealth of deep NetSuite knowledge, a collaborative approach to problem-solving, and proactive solution recommendations, GSI stood ready to revolutionize GeoMark's NetSuite experience.

Trevino captured their predicament: "The biggest win here for us is the response time that we get from GSI when compared to NetSuite's support service..."

The transformation was palpable, as Angela Torres, Accounting Specialist from GeoMark enthusiastically noted: "They make sure that they walk through everything they're changing or updating with us so we can know how to do it on our own."

This approach not only solved immediate issues but also empowered GeoMark's team, setting the stage for a more efficient, self-reliant future.

## Transforming Operations With The SuiteCare Promise

### Lightning-Fast Solutions

With GSI's SuiteCare program in place, GeoMark experienced a significant leap in operational efficiency. Issues were resolved at an unprecedented speed, and reporting capabilities were elevated to new heights, unveiling insights that were previously beyond reach.

The GSI team's lightning-fast response times enabled GeoMark to tackle critical issues with urgency, drastically reducing downtime and preserving productivity levels. Moreover, the enhanced reporting capabilities empowered decision-makers across all business units to make informed choices, leveraging data-driven insights to drive strategic growth and innovation. Trevino said, "Our team is really happy with the reports that NetSuite is able to put out out-of-the-box reports with just a segmentation alone, something that we never had with QuickBooks."



*"[GSI] saved us so much time and they were actually the ones that recommended it... we didn't know that was an option until I believe it got brought up in conversation on one of our calls."*

**Angela Torres**  
Accounting Specialist, GeoMark

## Cutting Costs, Not Corners

Implementations like the American Express upload feature not only saved GeoMark time but also reduced costs. GSI's proactive approach to identifying and implementing cost-effective solutions demonstrated their commitment to GeoMark's financial well-being. "They saved us so much time and they were actually the ones that recommended it... we didn't know that was an option until I believe it got brought up in conversation on one of our calls," said Torres.

By consistently seeking opportunities to streamline processes and cut unnecessary expenses, GSI demonstrated a holistic approach to improving GeoMark's bottom line, positioning them for long-term financial success

## Building Internal Expertise

The GSI team empowered GeoMark's staff with the knowledge and skills needed to tackle challenges independently, cultivating a culture of self-sufficiency. By going beyond mere problem-solving, GSI's educational approach instilled a profound understanding of NetSuite's capabilities within the team. As a result, staff confidence soared, and reliance on external support for routine tasks significantly decreased, positioning GeoMark for sustained success and efficiency.

*"I think they are by far the only support group, the only vendors, the only suppliers that we have ever had this type of connection with."*

*— Mari Trevino, Controller, GeoMark*

## Solving Glitches Before They Become Problems

Any challenges that arose were met with swift and effective solutions. “Any fire that we create, they tend to know exactly how to put it out,” said Trevino.

GSI's team didn't just wait for issues to be reported; they actively monitored GeoMark's NetSuite environment, anticipating potential problems and addressing them before they could impact operations. GSI's proactive stance meant fewer surprises and smoother day-to-day operations for GeoMark.


“Any fire that we create, they tend to know exactly how to put it out.”

— Mari Trevino, Controller, GeoMark

## A Valued Partnership Built on Trust and Results

The partnership between GeoMark and GSI has turned into a symbiotic alliance, with lightning-fast, tailored support to match. GSI's team seamlessly integrated with GeoMark's operations, becoming a vital extension of their IT infrastructure, going far beyond fixing glitches. Discussing the partnership, Trevino said, “We have never met our consultant and project manager outside of our weekly calls, but it has evolved into a friendship where we can joke around a bit, share what's going on in our lives, and then get down to business and get things done.”

GSI's insights and strategies elevated their support role, transforming NetSuite from a tool into a powerful catalyst for GeoMark's growth and innovation.



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**Mari Trevino**  
Controller, GeoMark

## GeoMark's Vision for NetSuite Excellence

As GeoMark looks to the future, their partnership with GSI continues to drive innovation and efficiency. Two key strategic initiatives are in the works—streamlining subscription billing management to finally banish those inefficient Outlook reminders and seamlessly integrating their sales team into the NetSuite ecosystem.

As GeoMark and GSI continue their journey together, one thing is clear: with the right partner, the sky's the limit. And with their collaborative spirit and GSI's ongoing support, GeoMark is poised to reach even greater heights, innovating and optimizing their NetSuite experience for years to come.

For more information about how GSI can help optimize your organization's IT infrastructure, **contact us today.**

### 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.

