








**JUST THE FACTS:**  
WHY BUSINESSES ARE SWITCHING FROM  
MICROSOFT DYNAMICS GP TO NETSUITE

## Why Are Companies Switching from Microsoft Dynamics GP to NetSuite?

Mid-sized companies in just about every industry are leaving Microsoft Dynamics GP's antiquated architecture, siloed financials, limited reporting, and bloated cost structure behind. Today's businesses want more on-demand, flexible functionality at their fingertips anytime, anywhere and that's why they're moving to the 100% cloud-based power of NetSuite, which stands alone in the industry by fully integrating accounting/ERP, CRM and ecommerce under one truth.

## How Many Companies Have Switched?


Microsoft Dynamics GP customers are moving to NetSuite in droves. In fact, nearly 100 businesses have already switched from Microsoft Great Plains to NetSuite — and they're not shy speaking out about the significant, tangible results. Customers include Symbiot, Distribution Video & Audio, Advantage Sign Supply, Instrumart, Intermountain Soft Water, FH Canada, Christian Care Ministry, Wasserman Media, PeopleNet and many more.

| Improvement Area      | Business Result   | Company   |
|-----------------------|---|---|
| Financial close       | From 2 weeks to 4 days  |    |
| IT expenses           | Saved \$150K / year in IT costs   |    |
|                       | Avoided 3X cost of MSGP to add Ecommerce / CRM                                  |    |
| Employee productivity | Saved approximately \$200K / year including \$25K / year in fulfillment savings |    |
|                       | Eliminated need to hire 4 FTE's saving approx \$300K / year                     |  |

Actual Results Experienced by NetSuite Customers Who Switched

## What Are the Benefits?

- **A faster financial close** because of strong subsidiary management, better reporting, and integrated processes.
- **Substantial IT savings** because of NetSuite's cloud delivery and integrated suite — **in some cases 50% or more**, bolstered by NetSuite's cloud delivery, automated upgrades, ease of customization, and elimination of costly hardware and infrastructure.
- **Headcount savings and redeployment of employees to more strategic tasks**, because NetSuite provides **faster, more efficient and integrated order-to-cash and procure-to-pay** process that eliminate double entry and unnecessary customer record reconciliation, while providing a complete audit trail.



- 1 The typical company deploying NetSuite increased sales productivity by 12.5% - and companies can expect to improve productivity by up to 20%.
- 2 NetSuite customers can expect to accelerate financial close times by 20%-50%.
- 3 Often the annual cost of NetSuite licenses is less than the annual cost of IT personnel to support the traditional old systems.
- 4 Companies deploying NetSuite can likely avoid hires as they grow or redeploy.

NUCLEUS RESEARCH

Benefits of NetSuite Reported by an Independent Nucleus Study

## What do Customers Who Have Switched from Microsoft Dynamics GP to NetSuite Have to Say?

*"Paying vendors using Microsoft Great Plains would usually take us 1-2 days—from attaching the payment details, reviewing the payment voucher details for approval, batching the check print job, printing the checks, getting proper signatures, stuffing the envelopes, putting the checks in the mail, and all the other manual processes in between. With NetSuite it takes me 10-20 minutes to check all the numbers and details and at a click of a button all my checks are digitally processed and mailed."*

—Tom Kelly, CFO  
**Healthcare IP Partners**

*"If we had continued with Great Plains, it would have required costly software and server upgrades. I consider myself a software guy, so I didn't mind the idea of doing that, but when we added up the dollars involved, that was the straw that broke the camel's back, and it made us look at other options. Now, with the way our business is changing and growing, NetSuite is a much better fit for us, in terms of the functionality and the way the application works. We're embracing NetSuite in this company as closely as we can, so from our leads to our shipment tracking numbers, we have all of our business in NetSuite."*

—Brian Leffler, VP  
**Instrumart**

*"We had worked to implement Great Plains starting in 2003, but \$60,000 later, the system was never fully implemented and the company was at a crossroads. Our staff was in confusion. It was like SAP all over again. With Great Plains and SAP before it, we were always writing custom code, which can go on forever. We were looking at another \$30,000 to \$40,000 just to get Great Plains up and running, and there were no guarantees. In addition, we estimated costs would have tripled when factoring in a new CRM package and e-commerce system to accompany Great Plains. We knew that we had to get on a single system, and that's where NetSuite finally came into the picture."*

—Brad Kugler, CEO  
**Distribution Video & Audio**

*"After a little more than two years of using Great Plains and salesforce.com, we decided we really needed a completely integrated system to gain better visibility, so we switched to NetSuite. The problem with Great Plains was that it didn't allow the operations group to view vendor- and customer-related information. With NetSuite's integrated platform, both our operations group and accounting group are much more effective and efficient without added costs of Great Plains licenses on top of salesforce.com licenses. Additionally, the ability to access our accounting information along with CRM data from anywhere in the country is a huge benefit for our company. We fully utilize the NetSuite accounting functionality as well as sales force automation and email marketing campaigns on a daily basis."*

—Ray Jones, Senior VP, Infrastructure/Supply Chain Management  
**Symbiot**

*"While using Goldmine, Microsoft Great Plains, a proprietary inventory management system, and another system to run our Web site, we had a patchwork of programs that didn't work well with each other. We were focusing too much time getting these disparate systems to talk to each other rather than focusing on our core work. NetSuite was one of the few products that covered all of our needs — from accounting and inventory management to CRM and Ecommerce. And it was all integrated and Web-based, which is important since we have multiple locations, including a main office and a warehouse where medical supplies are refurbished and shipped."*

—Mark Petzold, IT Director  
**FH Canada**

*"After three years with NetSuite, our company has benefited significantly, especially in our accounting department, as NetSuite makes it so easy to research transactions and track our financial transactions by projects, departments, and athletes — reporting on the specific financial results by these as well as other categories. Now that we have just upgraded to NetSuite OneWorld, migrating many subsidiaries into one rolled-up parent account, we'll be benefitting even more. We're leaving behind the time-consuming, error-prone ways that we previously consolidated our separate instances. Our upper management, especially, will be impacted as they'll now be able to access all our financial information in one place, in real-time, which will make a huge impact."*

—Holly Winkler, Senior Vice President of Accounting  
**Wasserman Media Group, LLC**

*"We were using a lot of elbow grease to integrate Great Plains with our other legacy software. With NetSuite, we've eliminated the high integration costs and drain on internal technology resources, and have brought our front- and back-office operations into harmony."*

—Ron Konezny, CFO  
**PeopleNet**

*"The principal reasons we switched to NetSuite from Microsoft Great Plains were cost, software features and true integration. We are saving at least \$150,000 per year using NetSuite — having spent more on Great Plains support alone than we do for all of NetSuite! NetSuite actually has accounting and CRM fully integrated, which has been a big benefit to our growing business."*

—Michael Breneisen, President  
**Telebyte**

*"NetSuite allows us to consolidate customer data in one place and gives us real-time visibility into sales, support and development operations throughout the U.S. and Canada. We didn't have that ability with Great Plains."*

—Tom Thistleton, COO  
**Domin-8**

*"With Microsoft Great Plains, most of my time was spent continually upgrading our system and managing our servers. Now, with NetSuite, I'm much more productive. I'm able to focus on helping our users maximize the system and find ways on helping them with their jobs and be more efficient (and profitable)."*

—Ken Daniel, IT Manager  
**Max Katz Bag Co.**

*"As a leading consulting and distribution company in the residential and commercial water treatment improvement industry, we rely on having access to integrated data for many purposes, especially marketing and relationship management. Our Microsoft Great Plains accounting system was difficult, costly and time-consuming to integrate with Microsoft CRM. Even after integration, the in-house solution required extensive management overhead. After migrating to NetSuite's comprehensive web-based solution, we discovered the intuitive simplicity of relationship marketing with NetSuite. I am very pleased with the NetSuite platform and the peace of mind it gives me."*

—Greg Reyneke, General Manager  
**Intermountain Soft Water**

*"We switched from Microsoft Great Plains to NetSuite because we required SOX compliance as a small public company. We also needed a system that has disaster recovery capabilities. Prior to moving to NetSuite, we experienced strong growth but the volume was hard to manage. We had a lot of silos and mismanagement because we didn't have everything in one place. When we moved to NetSuite we accelerated our closing period from two weeks all the way down to four days!"*

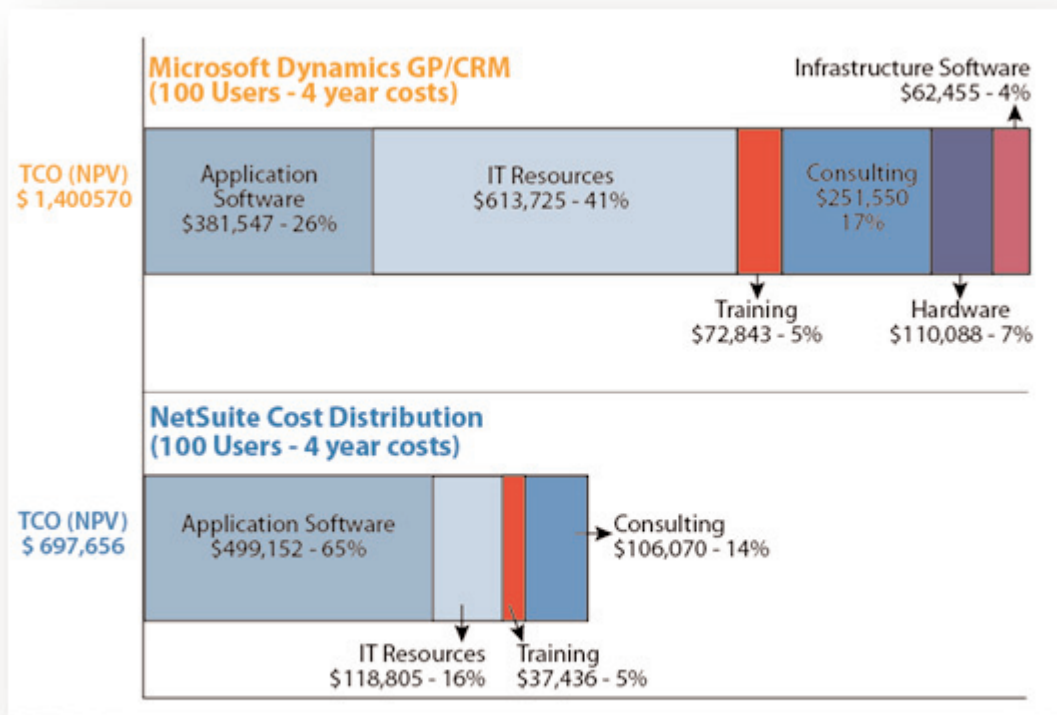
—Ann Massey, CFO  
**Cover-All Technologies**

*"I've had enough experience with Great Plains to know that you have to write programs every time you want to do something. With NetSuite every report I need is already there, and more. NetSuite addresses suggested improvements, added features and benefits requests on an ongoing basis, so functionality keeps getting better. We actually cannot keep up with them at this point."*

—Lewis Farsedakis, CEO  
**Blinc Inc.**

## How Does NetSuite Achieve the IT Cost Savings?

NetSuite brings significant savings and frequently allows customers to cut ERP bills in half, while simultaneously providing additional capabilities. NetSuite achieves these benefits by eliminating costly infrastructure, avoiding expensive upgrade costs, eliminating the costs of backups and keeping the system available, removing the need to maintain desktop applications, and automating links tying business processes together. Savings are particularly dramatic when companies examine the TCO of their ERP systems. **According to one study by Hurwitz and Associates, the TCO for NetSuite's package is 50% lower than a comparable on-premise Microsoft Dynamics GP and CRM solution for a 100-user business.**



Source: Four-Year TCO Distribution:  
NetSuite and Microsoft Dynamics GP and CRM



## Why is NetSuite Better?

- 1 Built-in integration.** Microsoft Dynamics GP forces companies in most cases to manage their businesses on separate software packages. In contrast, NetSuite integrates ERP/accounting, CRM, services management and ecommerce into a single on-demand application.
- 2 Real-time visibility.** To get a holistic view of their business, most Microsoft Dynamics GP customers have to tie it together with other disparate systems—such as sales force management, services management and ecommerce — limiting the flow of key data. NetSuite's integrated database and customizable dashboard gives real-time visibility into key metrics you need to manage growth.
- 3 Lower cost and better value.** With Microsoft Dynamics GP, customers pay large up-front fees, yet still have to worry about upgrading, troubleshooting and maintenance. NetSuite's cloud delivery eliminates the cost of integration, maintenance and upgrades.
- 4 Ease of implementation, customization, maintenance and use.** Customers who switched from Microsoft Dynamics GP to NetSuite found that implementations are typically faster and less expensive with NetSuite than with Microsoft Dynamics GP. Advanced customization capabilities allow you to tailor NetSuite to your business practices — and migrate easily with upgrades. There's no maintenance to worry about, and users get a web-based interface and role-based configurability.
- 5 Real-time multinational and multi-subsidary consolidation.** Microsoft Dynamics GP can only consolidate multinational financial information for month-end reporting if you run separate Great Plains accounts and use external reporting tools, but that's about it. In contrast, NetSuite OneWorld is the first and only on-demand system to deliver real-time global business management, financial consolidation and visibility to multinational, multi-subsidary companies — enabling you to close your books faster, with less hassle.

## Where Can I Find Out More?

- **Nucleus Research: NetSuite ROI Evaluation Report**
- **Four-Year TCO Distribution-NetSuite and Microsoft Dynamics GP and CRM**
- **Nucleus Research: Independent NetSuite Customer Satisfaction Study**
- **Sample Switcher Success Stories:**
  - Wasserman Media
  - Instrumart (formerly TTI Instruments) Dynamics GP and CRM
  - DVA
  - Intermountain Soft Water
  - H Canada
  - DOMIN-8
  - PeopleNet