



Engius LLC

www.engius.com



At A Glance:

- **Company:** Engius LLC
- **Location:** Stillwater, OK
- **Industry:** Electronic Commerce; Wholesale/Distribution
- **Challenges:**
 - New company needed an integrated accounting and CRM application that would scale with its rapid growth
- **Software switched from:** Salesforce.com, QuickBooks
- **Results with NetSuite:**
 - Saved \$50,000 in an integration project it planned to start, before it discovered NetSuite



“Getting orders out, communicating to the sales staff, providing management with visibility into the pipeline and giving the sales team access into the status of various customer cases and the accounts receivables—all of these essential steps to running a business were being compromised by the inability of Salesforce.com and QuickBooks to talk to one another.”

— Michael Fox, COO,
Engius LLC

The Results: Connecting Disconnected Systems

Michael Fox, Engius COO and VP of Technology, says the largest quantifiable benefit the company realized by deploying NetSuite has more to do with what it didn't spend. Engius was on the brink of launching an integration project that would have cost approximately \$50,000 in order to connect its CRM and accounting applications.

“We were using Salesforce.com and QuickBooks,” he says. “The problem was we could not get the accounting data and the sales and customer service data that resided in the separate databases to flow back and forth. In short, we were having an information management problem and decided the only recourse was to build a custom coded application that would allow the two systems to talk to each other.”

The Challenges: Disparate Systems

For the first seven months of its inception, Engius LLC—formerly a division of Nomadics and recently spun-off in order to concentrate on marketing its temperature readers for the construction industry—concentrated solely on its growth. “It was and still is such a dynamic time for us that we didn't realize at first the magnitude of the problems we would have with our systems,” remembers Fox.

The accounting and CRM functionality in Engius' respective systems, QuickBooks and Salesforce.com, were adequate applications in their own right, he adds. However because the two systems did not integrate with one another, Engius found itself duplicating efforts in its sales and order management and accounting activities, maintaining multiple—at least five—databases as a result. “That one missing loop was costing us valuable internal resources,” he says.

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