



NETSUITE PARTNERSHIP

WANTED: 100% CLOUD-BUILT ERP WITH STRONG PARTNER SUPPORT

A technology solution provider that specializes in the consulting, implementation, support and development of NetSuite products, The Vested Group was founded in 2011 by Joel Patterson, an IT consultant who previously worked for Arthur Andersen and Capgemini, along with John Mack. Patterson gained familiarity with the NetSuite product while at another firm, Lucidity Consulting Group.

Patterson and his founding partner took their collective experience as NetSuite users and became an early partner with the software developer with enterprise resource planning (ERP) projects in the cloud, which was gaining traction as a software delivery method.

“We knew that NetSuite was a fantastic product that was built 100% in the cloud. There wasn’t anything else out there like NetSuite at the time and it was clear that cloud computing was here to stay.”

Joel Patterson, Founder, [The Vested Group](#)

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Today, The Vested Group is an award-winning 5 Star NetSuite Solution Provider with more than 65 employees and about 200 clients. Patterson credits the company's partnership with NetSuite as a key driver to its continued success. "We especially liked the way NetSuite's Partner Program was structured," he explained. "There are a lot of benefits to aligning with NetSuite both in terms of financial rewards and overall support."

Challenge

Representing decades of experience in IT consulting, The Vested Group's founding partners had Tier One ERP experience with both Oracle eBusiness Suite and JD Edwards. Wanting a cloud solution that was easier to implement and more appropriate for smaller, growing companies, the company went in search of a new technology partner.

"Those larger ERPs are fantastic for enterprise organizations but they can be difficult to implement," said Patterson. "I've worked closely with both JD Edwards and Oracle, both of which mandate lengthy implementations."

Other challenges The Vested Group was dealing with included very long sales cycles. For example, an on-premise ERP for a multibillion-dollar organization with multiple locations could require a 20-person implementation team that works 40-hour weeks for several years. The work doesn't end when the system goes live either.

"I can't think of an implementation where, when the platform went live, everyone high-fived one another and called it a successful project," Patterson explained. "Because in most cases you're replacing systems that have been entrenched for 20+ years, it's basically akin to performing open-heart surgery in a moving ambulance."

Solution

Before becoming a NetSuite partner, The Vested Group considered both Salesforce and SAP Business ByDesign. "We chose NetSuite because we had some prior experience with the software. There was a comfort level there and we also knew ERP so it was natural for us to gravitate towards a complete solution," said Patterson, "as opposed to an option that was predominantly known as a customer relationship management (CRM) tool."

Ready to begin working with a scalable, unified, cloud ERP, The Vested Group signed on as a NetSuite partner in 2011. Patterson said the fact that the platform can be used successfully by a startup firm to a multinational corporation—and everything in between—was another key selling point for the IT consultancy.

"NetSuite was designed for small and medium-sized businesses, but quite honestly it can go much larger than that," said Patterson. "We've done implementations for companies that are well over \$1 billion in revenue; it's definitely scalable."

Results

During its time as a NetSuite partner, The Vested Group has experienced significant year-over-year revenue growth. Patterson said the software provider's commitment to releasing two new upgrades per year helps his team sell both current and future functionality to its growing client base. "Not only do we offer a phenomenal ERP but we also have a platform that allows companies to extend their software's functionality well beyond anything our clients can imagine."

For example, one maker of cash recyclers and automated cash management solutions implemented NetSuite about six years ago. At the time, it had 15 users and about \$15 million in sales. The company is now using the system across 150 users and posting annual revenues that exceed \$200 million.

"We're always looking for those startup/high-growth companies that have a bit of business complexity and that we know are going to need more software functionality and capability over time," said Patterson.

The Vested Group benefits from NetSuite's partner model, which includes high levels of support, numerous resources, and information sharing between the provider and its partners. "There's nothing that compares to it," said Patterson. "Even if you're not a NetSuite expert, you can get into a screen, pull up the help section and find out how to accomplish certain tasks."

Why Partner with NetSuite?

- **NetSuite sells itself.** It doesn't take a lot of hard sales tactics, follow up and endless sales cycles to sell the platform, which practically sells itself in most cases. "If we can get out there, meet with a customer and demo the system," said Patterson, "we feel really good about our chances to close the deal."
- **Oracle has made substantial investments in NetSuite.** This was another selling point for The Vested Group, which knew at some point that the two would become more closely aligned. "We'd always imagined that at some point Oracle would acquire NetSuite and that's exactly what happened," said Patterson. "That's just one more sign that this is a business partner that's going to be around for a while and that's not going to be acquired by one of the ERP consolidators that exist."
- **Short implementation times.** Quick implementations not only benefit the clients, they also work in The Vested Group's favor and make the solution a good match for its own business model. The customer that signs an agreement can be up and running with an ID, password and standard chart of accounts very quickly.

- **Customers can start using it right away.** Order management is a turnkey function in NetSuite, which needs just a few sales reps and customer records to be functional. “If a new customer wants to create orders, invoice customers and receive same-day payments, we configure those functionalities in a day or less,” said Patterson. “That’s just something you can’t do with JD Edwards, Oracle or another large ERP, which at minimum takes about two weeks just to stand the instance up so that someone can log in.”
- **Peer-to-peer information and best practice sharing.** A member of the NetSuite peer group, Patterson enjoys the idea-sharing and “friendly competition” that takes place among the group’s members. “There’s more than enough work for all of the NetSuite partners to go around and it’s not our goal to

be a billion-dollar company with thousands of employees,” he said. “As partners, many of us have best practices that we can share with one another and learn from. That’s important to us.”

To learn how an Oracle NetSuite partnership can benefit your own organization, email us today at info@thevested.com.



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Company Snapshot

Company: The Vested Group

Location: Plano, Texas

Industry: Information Technology & Services

