

Fronde

NetSuite Partnership Makes Fronde the Go-To IT Services Firm for Cloud-Based ERP in Australasia

Company Name:

Fronde

Industry:

Cloud integration and software development firm

URL:

www.fronde.com

Headquarters:

Wellington, New Zealand



Fronde, an IT services company headquartered in Wellington, New Zealand, serves major clients across Australasia. Founded in 1992, the company focuses on designing, building and integrating technology solutions to transform business. Fronde specialises in implementing cloud-based computing systems, such as NetSuite, as well as cloud integration and software solutions. In 2013, Fronde acquired long-standing successful NetSuite Solution Provider partner OnlineOne, based in Sydney, Australia, thereby strengthening its position in the region as the go-to organisation for cloud-based ERP systems implementation and customisation. Fronde, already a NetSuite customer, sought NetSuite to deliver the business benefits its clients want including: advanced ERP functionality, reduced operational IT costs and risks, rapid deployment, speed, and the agility to launch new business operations and subsidiaries quickly with a faster time to market than on-premise business software solutions.

Advantages to Partnering with NetSuite

- Enables Fronde to meet evolving customer expectations** - "The days of delivering software to customers on CDs, DVDs or tapes are over," explains Don McLean, Fronde's General Manager of Sales for Australia. "That's just not the way customers want to consume software anymore. They're increasingly interested in moving their core systems to the cloud. NetSuite enables us to meet their expectations and to deliver proven, positive business process outcomes without the hassle of the cost and maintenance of hardware. NetSuite also relieves customers of the need to manage software updates, as NetSuite handles that transparently."
- Pays generous commissions and generates a recurring revenue stream** - "NetSuite has really changed the partnership game in the way they structure their commissions," says McLean. "The commission from the initial NetSuite sale and implementation is very generous compared to that of other vendors' partnership programs. And then, you're rewarded for your successful work with a recurring revenue stream based on your NetSuite customers' annual renewals. The NetSuite commission model is a real revenue and profitability boost for us and allows us to spend more of our finite resources to win new business and to develop new products for our portfolio that complement NetSuite and generate additional revenue for us."
- NetSuite Marketing Support** - "As a NetSuite Solution Provider partner, Fronde's NetSuite sales accrue co-op marketing funds that we use toward marketing campaigns of various types," says McLean. NetSuite provides comprehensive sales and co-marketing resources that partners like Fronde need to reach new prospects, communicate the NetSuite value proposition and close deals. NetSuite provides invaluable marketing tools designed to help partners conduct very effective lead generation, sales enablement and post-sales activities, which are essential to building their businesses.

Business Challenge

Having analysed the marketplace and the business benefits current and prospective clients require from their IT investments, Fronde realised they needed to offer a Cloud ERP solution. There were very real and practical reasons clients were enthusiastic about the cloud. Clients wanted advanced functionality to help them run their businesses more effectively, but they also wanted to reduce their operational IT costs and risks. They needed the ability to rapidly deploy IT solutions and the agility to launch new business operations and subsidiaries quickly to achieve a faster time to market than they can with on-premise business software solutions.

Solution

In light of this understanding of evolving client needs and expectations, Fronde joined the NetSuite Solution Provider program to offer the industry leading Cloud ERP solution to their clients. To expand its geographical reach and strengthen its cloud solution offerings, particularly in the areas of ERP

and financial planning, Fronde also acquired OnlineOne, an experienced regional NetSuite Solution Provider, development and ecommerce partner.

Powerful Value Proposition

“As our clients contemplate painful and costly ERP upgrades, knowing they will need another in three years’ time, we are excited to offer them NetSuite cloud-based business management solutions as a means to alleviate these challenges,” says Ian Clarke, Fronde CEO. “We are delighted to bring NetSuite’s leading solutions to our clients in the New Zealand and Australian markets. These solutions, by providing a broad range of capabilities and reducing IT costs, allow clients to focus on their businesses, not on their technology.

“With the market for cloud business management solutions continuing to grow,” Clarke continues, “Fronde’s cloud IT expertise and its NetSuite partnership place us in a unique position to help businesses find new levels of efficiency and growth in Australasia as well as globally.”

The fact that Gartner Inc. recently named NetSuite the fastest growing financial management software vendor globally, citing the impact of the market shift to the cloud, further strengthens NetSuite’s value proposition and accelerates the sales process.¹

Proven, real world tested solution

“The cloud has been around for about a decade,” says McLean, “and we’ve been delivering cloud-based solutions for about that long. So, we’ve got a lot of experience in this area, as has NetSuite, which was developed from the start as a cloud-based business management software company. NetSuite provides customers with a single complete system including accounting, CRM, inventory, and ecommerce. We’ve implemented NetSuite in more than 150 companies and know first-hand that it delivers very positive business results.

“NetSuite has been the trail blazer in business cloud computing,” McLean adds. “We’ve used, implemented, sold and supported NetSuite for almost ten years. We’re dizzy with the amount of information we have about NetSuite since we’ve eaten, slept and breathed this product for all this time. The NetSuite software application combines accounting/ERP, CRM and ecommerce all in one platform. It’s truly unique in its class and we love it. Frankly, I firmly believe there is nothing as good as NetSuite.”

Customisable and integrates easily with other business applications

“When implementing NetSuite for a client, we often find there are other systems from which they need data,” explains McLean. “That’s not a problem when we’re deploying NetSuite as it integrates easily with Google Apps and other products like Adaptive Planning, salesforce.com and a number of complementary products that we’ve developed here to enhance the functionality and value of NetSuite. NetSuite is also very flexible, enabling us to customise it to meet each client’s unique requirements.”

Cloud-based solution increases staff productivity

Because NetSuite is cloud-based, managed, maintained and updated by NetSuite, Fronde staff – from sales, to developers, to deployment and support – are freed up to apply their time and expertise to pursuing new business opportunities and developing new products that can be sold to NetSuite customers as complementary add-ons to generate additional revenue while increasing the value of their solutions. Likewise, for Fronde’s clients, they can reduce their IT staffing and equipment costs and focus significantly more time and effort on running their businesses rather than maintaining their technology. It’s a clear win-win proposition.

¹NetSuite, “Gartner Names NetSuite the Fastest Growing Financial Management Software Vendor Globally,” 5/13/13, <http://www.netsuite.com/portal/press/releases/nlpr05-13-13.shtml>

Results

Fronde believes so strongly in the value of its NetSuite partnership as a key strategy for serving its clients and growing its business, it acquired NetSuite partner, OnlineOne, to further strengthen its position as a leading provider of cloud-based financials/ERP, CRM and ecommerce solutions. Not only has its NetSuite partnership led to increased revenue and profitability, but Fronde expects it to deliver continued growth for the firm and deliver a new industry standard for business cloud systems in all areas of service, quality, delivery and support.

“Clients’ interest in and willingness to deploy cloud-based solutions is accelerating,” says McLean. “Ten years ago, maybe 20% of clients would consider cloud deployments. Today, it’s more like 80%. And as far as NetSuite, in particular, it provides clients with everything they need to run their business operations without the hassle of having hardware onsite or of having to maintain the infrastructure and application. From Fronde’s perspective, NetSuite allows us to maximise the productivity of our staff so we can focus on acquiring new clients and helping clients fully utilise the functionality of their NetSuite implementations.

“Through our focus on the cloud, which is clearly the wave of the future,” McLean continues, “and in particular, through our NetSuite partnership, we’re eliminating the need for our customers to have on premises solutions and internal IT departments. That’s a very compelling value proposition.”

 To find out how a NetSuite partnership can benefit your organisation, email [NetSuite Inc. at SolutionProviders@netsuite.com](mailto:NetSuite.Inc@netsuite.com)