



Alta Via Consulting

## German IT Consulting Firm Doubles Revenue in a Single Year

Alta Via, a German IT consulting firm, almost doubled its revenue in a single year thanks to rising demand for cloud ERP solutions like NetSuite. The company was initially set up in 2001 following the founder's departure from SAP. In 2009, the new partner, Peter von Zimmermann (also from SAP) decided it was time to make the switch to cloud computing and, from then on, exclusively sell NetSuite to a mostly German speaking market. Alta Via now serves over 200 customers across Germany, Austria and Switzerland, implementing NetSuite's financial, CRM and supply chain solutions.



“From day one, you shouldn't just be buying an IT solution to cover your current needs. You should be preparing and looking ahead for what you might need in the future.”

Martin Kalkuhl, Sales Director, Alta Via Consulting



“The introduction of NetSuite OneWorld was a game changer, making it much easier for any business to grow: simply adding more countries, more subsidiaries, more languages, more currencies and more IT tools as and when you needed them.”

Martin Kalkuhl, Sales Director, Alta Via Consulting

## Supporting Local Businesses As They Grow and Evolve

### Expanding Horizons

Alta Via's Sales Director, Martin Kalkuhl, says that the German IT services market is extremely competitive, with around 400 ERP and local financial management systems on offer—many tailored to the local language and complex accounting regulations. Yet, he strongly believes that if you're a growing business with international horizons, you're much better off with the flexibility and scope of a scalable software like NetSuite.

### A Smooth Transition

Alta Via found the switch to NetSuite a fairly painless process. It supported NetSuite to get an independent IT audit as an additional stamp of approval for the local market, which it passed without any issues. It also found customisation and integration to other tools (e.g. Salesforce.com) much simpler than for rival solutions.

### Rate of Change

Many of Alta Via's clients have been delighted with the benefits of NetSuite. For instance, a customised furniture manufacturer—which went

from employing 15 people in one country to 150 people in six countries two years later—couldn't so easily have kept up without cloud ERP technology.

“NetSuite can keep up with that speed of change. And it's much better suited to everyone, from a small local bakery business to a major multinational,” says Kalkuhl.

### Breaking Down Borders

Alta Via is practicing what it preaches by using NetSuite to manage its own expanding business. The business plans to grow further in Poland and Switzerland next year, in addition to its two existing offices in Germany.



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#### Company Snapshot

**Company:** Alta Via Consulting

**Location:** St. Leon-Rot, Germany

**Industry:** IT Consulting