



## Auto Wireless Solutions

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### At A Glance:

- **Company:** Auto Wireless Solutions
- **Location:** Rochester, MI
- **Industry:** Telecommunications/Wireless; Automotive
- **Challenges:**
  - Rapid nationwide growth, Executive customers who demand perfection
- **Other software considered:** QuickBooks, Excel spreadsheets
- **Results with NetSuite:**
  - Total management visibility into all aspects of operations and sales
  - Improved customer service
  - Scalable solution capable of handling rapid growth without sizable IT and infrastructure investment
- **NetSuite Business Partner:** Synergy Plus Solutions Inc. [www.synergyps.com](http://www.synergyps.com)

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— *Richard Eklund, founding partner  
Auto Wireless Solutions*

### The Results: Improved customer service without adding to headcount

NetSuite has given Auto Wireless Solutions tight control over customer service in an industry niche where exemplary service is demanded — and is the very foundation of the company's success.

Auto Wireless Solutions provides Bluetooth-enabled cellular phones and their activation for luxury cars such as Rolls Royce, Bentley, Mercedes-Benz, Aston Martin, Jaguar, BMW, and Land Rover. It works with the nation's largest wireless carriers like Verizon, Cingular, and T-Mobile. However, luxury vehicles often have special requirements for optimum cell phone performance, putting in question some of the products offered by the shopping mall kiosk. "The big difference is our phones are guaranteed to work with the vehicle with the full functionality they are designed for," says Richard Eklund, Wireless Solutions founding partner.

Eklund says Auto Wireless Solutions knows NetSuite has enabled them to avoid hiring a large IT staff to manage disparate software programs in-house. "It's a cost savings from a pure headcount perspective that has also improved quality because we provide better service to our customers with NetSuite," Eklund says. "In some ways it's the only way to operate a company. You have to be efficient. You have to use the best technologies available that make sense from a cost and quality perspective."

### The Challenges:

Auto Wireless Solutions, which has been in business for more than two years, markets through auto dealers. Their two years of existence have been a time of tremendous growth, of which, even Auto Wireless Solutions could not have anticipated. It quickly expanded from offices solely in suburban Detroit to a sales center in California along with approximately 50 employees nationwide.

"We were basically using QuickBooks when the company started, but it's primarily just an accounting program," Eklund says. "There are other third-party packages to manage

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— Rob Hinchcliffe  
Vice President of Operations  
Synergy Plus Solutions Inc.

inventory, sales and some things like that, but as the business started to grow, QuickBooks couldn't satisfy our needs for a tight system where the shipping and inventory was tied into accounting, and then was tied into the sales process."

The company tried supplementing QuickBooks with traditional Excel spreadsheets — something that resulted in a "mishmash" of programs. This required a tremendous amount of resources to manually manage those areas or a systematic way to integrate everything together.

**The Solution: Tight control of the entire process through one integrated software program.**

"NetSuite is a truly integrated solution which has several key features we require for our business processes, such as, integrated shipping, sales order approvals, ecommerce and Web-hosting," he says. "It really seemed like for every facet of our business NetSuite had an answer, and it was integrated into the system."

Auto Wireless Solutions turned to Synergy Plus Solutions to implement and customize NetSuite.

"NetSuite fit very well with the Auto Wireless Solutions' goals and objectives, especially with management's need for visibility into day-to-day operations," says Rob Hinchcliffe, the project's lead consultant for Synergy Plus Solutions Inc. of Livonia, Mich., a NetSuite Premier Solution Provider. "Management can now be proactive in its business decisions as opposed to being reactive. Each day they utilize NetSuite's tremendous reporting power to strengthen their business and provide world class customer service."

For example, this lets managers know immediately if an order has not been processed promptly and take the action needed, Eklund says. "That issue has gone away because of NetSuite," he says. "There's so much visibility that that just doesn't happen any more."

Says Hinchcliffe: "The most critical element in an ERP software implementation is adapting the solution to the customer's business processes. Many ERP software companies will implement the product and then actually force you to take on the business process that fits the framework of their system. This lack of flexibility just doesn't make sense for most businesses. NetSuite is capable of adjusting to fit your business, and doesn't force you to adjust your business to fit NetSuite."

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