NETSUITE
ONE SYSTEM. NO LIMITS.

Domin-8 Enterprise Solutions

www.Domin-8.com

At A Glance:

- **Company:**
  Domin-8 Enterprise Solutions is the leading provider of integrated business solutions—both software and services—for the residential property management industry.

- **Location:** Mason, OH

- **Industry:** Computer software

- **Challenges:**
  - Connecting multiple incompatible systems as a result of multiple acquisitions and rapid growth
  - Consolidating sales and marketing reporting across multiple geographies and product lines
  - Improving productivity in a support organization responsible for multiple product lines, each with disconnected customer support software

- **Software switched from:**
  Microsoft Great Plains, Salesforce.com, Microsoft CRM, multiple legacy systems

- **Other software considered:**
  Great Plains upgrade

- **Results with NetSuite:**
  - Unified all customer support processes on single customer and product database
  - Integrated sales and marketing analysis and reporting with multi-location, multi-currency support
  - Enables new acquisitions to be incorporated and brought on-line easily

Domin-8
Enterprise Solutions

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— *Tom Thistleton, Chief Operating Officer*
Domin-8 Enterprise Solutions

The Results:

Domin-8 Enterprise Solutions turned to NetSuite OneWorld to ensure stability and agility for its fast-growing operations. Having acquired eight companies within two years, Domin-8 needed to consolidate systems and processes. "With NetSuite OneWorld, we're able to operate our business as one integrated company," says Tom Thistleton, COO of Domin-8. "By moving to NetSuite, we have visibility across the entire sales process, with fingertip access in real-time to our sales pipeline."

NetSuite's powerful integrated reporting made it easier for Domin-8's sales and marketing managers to meet corporate goals. With NetSuite, managers can analyze performance on several dimensions, such as market segment, product group, and salesperson. Consolidating on NetSuite also simplified outbound marketing and sales efforts. "We are more effective in marketing to our customers, because we work from just one base of customer information instead of eight different record groups," Thistleton reports. "The benefits of having all of our customer information in one place are tremendous, and growing, because we do a lot of selling back into our existing base."

NetSuite's multi-currency support made Domin-8's international operations much easier to manage as well. "We're able to close much faster, being on one, integrated, multi-currency system, and can do true budget-to-actual tracking across the enterprise at various levels, which we were unable to do previously," he says. "Now, we can drill down on any line-item on our income statement, and easily report across the border."

NETSUITE IMPACT

- **Eliminated need to hire additional staff, saving at least $300,000 per year**

- **Eliminates $12,000 in annual administrative costs**

- **Helps increase and recognize revenue from maintenance contracts**

- **Enables Domin-8 to close its books faster and do true budget-to-actual tracking and cross-border reporting**

⚡ **Find out more: contact NetSuite, Inc. at 1 877 NETSUITE or visit www.netsuite.com**

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Implementing NetSuite to consolidate disparate systems within this fast-growing company eliminated the need to hire at least four FTEs (full-time employees), saving Domin-8 at least $300,000 per year. "We would have needed more people to do the things NetSuite provides on both the accounting and the sales side," he says. "So NetSuite has played an important role in cost avoidance for us."

NetSuite has grown with Domin-8 every step of the way. "When we first started talking to NetSuite, we had just three acquisitions completed with five more planned," Thistleton says. "By the time we went live, we had completed four more. It's been easy to bring up the new aspects of our business on NetSuite every time we need new functionality."

The Challenges:

Domin-8 is the leading developer of software solutions for the residential property management industry. The company's size and complexity exploded as it made eight competitive acquisitions in two years, bringing several disconnected systems to the Domin-8 operational ecosystem.

The result was a huge degree of inefficiency and overlap. For example, product support had to use separate systems for each product. "We had salespeople who needed to know how to use three or four legacy systems just to generate business," Thistleton says. "We had no visibility, no consolidated reporting—all of the problems you would expect from disparate systems."

With sales, support, and development operations distributed in several locations across North America, the team at Domin-8 knew that they needed a solution that could thoroughly consolidate all of the company's interests, without sacrificing capability. "We were running on Great Plains at headquarters, but some of the acquired companies had other software, and we wanted a more robust, comprehensive solution."

The Solution:

Domin-8 began its NetSuite implementation in June 2007, in the midst of its slate of acquisitions. Since then, the company has integrated its entire financial, administrative, and sales processes on NetSuite. Initially the company ran multiple instances of NetSuite, but quickly consolidated them with the NetSuite OneWorld platform. "Standardizing on NetSuite OneWorld and getting all of our customer data in one place has been huge, because the visibility NetSuite brings allows us to operate effectively with people dispersed in many geographies," Thistleton says.

One of Domin-8's top priorities has been consolidating product support efforts on NetSuite. Before NetSuite, the support group had to use a different issue tracker and customer database for each of the product lines. As each of the acquired products moved to NetSuite's support module, the efficiency and productivity of the customer support team improved significantly.

In order to increase and recognize revenue from maintenance contracts, Domin-8 brought in NetSuite professional services to help integrate a new maintenance-revenue module. Domin-8 was able to handle other improvements and customizations to the solution internally. "We were able to set up our own reporting tabs and dashboards to give us the insight we needed on revenue and market groups quite easily, and it has been an important aid to our drill-down reporting," says Thistleton.

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