



Carbon Planet

www.carbonplanet.com



At A Glance:

- **Company:**
Carbon Planet is a global carbon management company whose mission is to enable every individual and business to manage their contribution to global warming.
- **Location:** Adelaide, SA, Australia
- **Industry:** Professional Services; Energy
- **Challenges:**
 - No internal CRM processes
 - Entry-level business management software provided limited visibility
 - No clear way to extend business to international franchisees
- **Software switched from:**
MYOB
- **Other software considered:**
Epicor
- **Results with NetSuite OneWorld:**
 - Quickly adopted proven CRM best practices built in to NetSuite workflow
 - Browser-based management access to pipeline and sales performance data
 - Partner Center makes bringing new foreign affiliates into the fold easy

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— *Remco Marcelis, CFO*
Carbon Planet

The Results:

Carbon Planet is realizing its mandate to quickly build a distributed global enterprise with the help of the NetSuite on-demand business operating solution. "We needed to be able to grow in a consistent, managed way into a multi-entity organization, and NetSuite is an important part of that growth," says Remco Marcelis, Carbon Planet CFO.

With NetSuite's Partner Center, Carbon Planet can transparently observe and analyze the performance of its franchise partners across the country and abroad. "We knew that we would need full sales reporting for our franchise sales model, and the NetSuite Partner Center was the right fit for us," he says.

NetSuite's CRM capabilities also give the company the insight it needs to manage a productive sales force. "The pipeline reporting in NetSuite makes it easy for us to keep an eye on our sales, monitor performance, and see when people are not making the cut."

Carbon Planet has also been able to implement best practice approaches to new disciplines such as lead management and pipeline probabilities by simply following NetSuite's proven workflows. "NetSuite has strong built-in business processes, which was important to us as a growing business because we were able to adopt them out of the box to be our processes," Marcelis says.

The Challenges:

Carbon Planet is an expansion-stage company carving out a leadership position in the emerging market for carbon impact management services. It expects skyrocketing demands for its services as companies are increasingly motivated to internalize the economic impact of their business operations. Being in position to grow in a healthy, orderly fashion both across Australia and internationally is a key concern for Carbon Planet, and the company's startup operations platform was not up to the task.

"We knew that we had started out with a small-scale software package and that we would need to go global, but we didn't want that to bring with it responsibility for a lot

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of back-end servers and databases," Marcelis says. And as an Apple Macintosh-focused office, Carbon Planet was looking for a solution which would be fully compatible with its internal desktop machines, but extensible to international franchisees and partners using Windows PCs.

The Solution:

NetSuite was the right fit for Carbon Planet, from agnostic Web-based design to a flexible, affordable approach to business infrastructure. "We considered another solution which said it was browser-based, but we found that it was really only Internet Explorer-based," he says. "We're a Mac shop, and we quickly saw that NetSuite was much more functional in terms of cross-browser functionality, and worked well for us using Safari on the Mac as well as in our tests with Firefox. And we know that if our franchisers are using browsers on the PC, it will still work the same for them."

Although Carbon Planet looks to NetSuite to help define its emerging business practices, the company has also been able to quickly customize the system as desired. "We have been able to do our own tailoring of screens and fields on the NetSuite screens to better suit our needs, and expect to do more as our business grows."

With the realities and economics of the carbon management business just starting to enter the mainstream business consciousness, Carbon Planet can now feel comfortable that its back-end operations will not be an impediment to growth, or a drag on earnings. "We know that we are going to be global and need access to our business from anywhere," Marcelis says. "NetSuite's browser-based approach will play a huge part in enabling us to grow while managing our cost of ownership."



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