



Wolsey Securities

www.wolseysecurities.com



At A Glance:

- **Company:**
Wolsey Securities provides finance for housebuilders in the United Kingdom with 6000 new homes funded in the last 5 years
- **Location:** Surrey, United Kingdom
- **Industry:** Finance/Insurance
- **Challenges:**
 - Integrate several sets of disparate data
 - Provide reliable customer information
 - Reduce software maintenance costs
 - Eliminate manual data entry and processing activities
- **Software switched from:**
ACT!, RedSky IT package
- **Other software considered:**
Microsoft SharePoint
- **Results with NetSuite OneWorld:**
 - Takes in data from a range of sources and outputs reliable aggregated project information
 - Provides wide-ranging reporting functionality to support decision-making
 - Same staff can now efficiently manage an increased workload

“Apart from NetSuite, I don't know of another system that is capable of doing this data aggregation exercise within our financial capacity.”

— Steve Ratcliffe, Commercial Director

Wolsey Securities

The Results:

"Since 1992 I've been looking for a system that provides reliable data aggregation," says Steve Ratcliffe, Commercial Director at Wolsey Securities. "It took me 15 years to find it."

NetSuite, the product he 'found', replaced several disparate systems at Wolsey and integrates seamlessly with existing systems, improving efficiency, reducing staffing levels, and providing the kind of up-to-the-minute reporting that facilitates decision-making.

"I don't know of another system that is capable of providing this level of data aggregation within our financial capacity," says Ratcliffe. "If you have 1,000 or more seats you can go to one of the big IT specialists to get a bespoke system, but that's completely beyond a business of our size. Nothing else performed the task we wanted it to perform."

The Challenges:

Wolsey Securities provides finance for housebuilders in the United Kingdom with 6,000 new homes funded in the last five years alone. It faced several key challenges: it had no dedicated CRM system, no single source of project information, and no integration between its various expensive-to-maintain systems.

Customer information fell into two non-integrated sets: one held on Sage's ACT!, used as a standalone database; and one received from a third-party feed of prospective customers based on recently granted planning permissions. "It was extraordinarily difficult to combine these two datasets," says Ratcliffe. "Integration was almost completely manual."

Project costing was performed on industry-specialist software from RedSky IT but Ratcliffe found its interface obstructive "in terms of the sheer number of screens required for a single transaction. There was also no way of importing data from a spreadsheet without retyping it, inevitably resulting in duplication and error."

With integration a key issue, Ratcliffe considered Microsoft SharePoint. "In theory it could interface with a number of databases, plus email, and show the combined data on a web page. But when we tried it out, it struggled to effectively communicate with any other software."

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



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When Ratcliffe finally came across NetSuite, he justified its purchase to Wolsey's board in solely financial terms on the basis of replacing ACT! and RedSky software. "If there were no other benefit, we'd still have saved money and been better off!" he says.

The Solution:

In fact, cost was just one benefit. Ratcliffe considers aggregated project information to be the key to success; NetSuite both holds all available project information in one place, and delivers multiple tailored views of it through the user dashboard. The value of this, as Ratcliffe explains, can make the difference between a good decision and a bad one.

"We operate across the United Kingdom, with key employees who are frequently on the road. Before, they emailed us their reports, and the primary output at our end was a PDF file from which we manually picked out different subsets of information. Now our guys enter information directly into NetSuite via their dashboards, and we can cut and shuffle it any which way — for example, to correlate data, highlight changes, or identify trends — and identify and deliver the gems immediately. Providing the right information at the right time ensures that we make the right business decisions."

Implementing NetSuite involved integration with Plot Sales, Wolsey's in-house software for tracking data such as house sales, construction status, average selling time and price. "We're happy with our own software so instead of migrating its functionality to NetSuite, we feed data from Plot Sales into NetSuite," says Ratcliffe.

NetSuite integrates all incoming data — from account managers, Plot Sales, and the third-party feed — and provides corresponding records for each developer, site and project, as well as handling all of the company's accounts. "NetSuite's cross-platform reporting techniques allow us to produce really meaningful performance," says Ratcliffe. "We also use output from NetSuite for telemarketing and that's been incredibly successful, largely because we can provide our telemarketers with such a detailed view of the market — something we couldn't do before."

Eliminating manual data entry and transfer has saved significant man-hours, freeing up staff to be more productive, and introducing efficiencies that have impacted on staffing levels: "Outgoing staff have not been replaced but we have maintained capacity," says Ratcliffe.

Ratcliffe was impressed with the service he received during implementation. "We were assigned two really excellent NetSuite Professional Services guys who were very quick to grasp our issues. They had extensive product knowledge and helped deliver an effective solution within budget and on schedule. We couldn't have achieved the same results in the time without them."

Ratcliffe's favourite NetSuite feature? "I have three!" he says. "The first is the dashboard. The second is integration. The third is the global search. This last one is purely practical. Do you know how many different names a single site can go by — the street, the project, the marketing name? Global search makes sure we're always talking about the right property!"



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