



IT INTEGRATOR AND RESELLER TRANSFORMS FOR DATA-DRIVEN GROWTH

After 10 years on Microsoft Dynamics GP, Golden Star Technology needed a more agile system for growth. The IT integrator and reseller, supplying more than 2,000 customers with services and technology from HP, Dell, Cisco and others, was held back by limited visibility, manual processes and customization issues. GST also lacked dedicated software for CRM and professional services, relying heavily on Excel and personal contact lists.

“NetSuite has given us the ability to choose our growth path. We’re able to make better decisions on how and where to drive growth using real-time data.”

Jeffrey Smith, SVP Operations and Strategy, Golden Star Technology



Golden Star Upgrades From Outdated Microsoft Dynamics

An end-to-end solution for a diverse business

Founded in 1984, GST found a unified solution with NetSuite for ERP, complemented by CRM for its 30-person sales team and Services Resource Planning (SRP) for its 60-person professional services unit. NetSuite WMS Lite gives GST new real-time inventory capabilities, and supports virtualized warehouses and mobile device integration for better control and faster shipping.

A more efficient and data-driven company

Visibility and efficiency have soared with NetSuite. By eliminating manual Excel work in accounting, GST repurposed one employee into a revenue generating sales role, and consolidated the duties of two roles into one with another employee. Quote-to-cash processes are up to three times faster, with NetSuite integrating with a Quosal quoting system. Profitability has risen as GST takes advantage of robust reporting to analyze margin, pricing and services projects.

Improved customer service and decision-making

Averaging 50 concurrent projects for IT and audio-visual systems, GST has better project scoping and management, per-project financials and faster completion with NetSuite SRP. Customer service and satisfaction are up through on-demand data access and greater

transparency. Going forward, GST is leveraging its single source of NetSuite data for informed decisions on strategic growth and innovation.



Company Snapshot

Company: Golden Star Technology

Location: Cerritos, Calif.

Industry: IT Services/Reseller

Employees: 160

Time to go-live: 4 months

System replaced: Microsoft Dynamics GP

Other solutions considered:

Microsoft Dynamics AX, FinancialForce, Salesforce

NetSuite products implemented:

[NetSuite ERP](#)

[CRM](#)

[WMS Lite](#)

[NetSuite Services Resource Planning](#)



Implementation partner:

NetSuite Professional Services

Location: Redwood Shores, Calif.

