



PROFESSIONAL SERVICES

SUCCESS STORY

A Migration from NetSuite Yields an 82% Reduction in Collections

Delaware Business Incorporators, Inc. (DBI) started in 1986. They serve entrepreneurs, startups, legal, accounting, and banking professionals around the globe. They provide LLC & corporation formation, corporate kits & supplies, virtual office services, and UCC search & filing services.

THE CHALLENGES



DBI used NetSuite for several years. At the inception of cloud-based business management software, it was a great solution for them. However, NetSuite gradually raised their prices over the years without much more functionality for DBI to leverage. In addition, the customer portal did not function well for their needs.



The company needed a more affordable solution that could better suit their needs, which include recurring billing, centralized documentation, a powerful customer portal, and U.S.-based, responsive support.

THE SEARCH

In December of 2019, DBI began their search. Ideally, they wanted something that had native accounting, so they didn't have to integrate with QuickBooks. Moreover, they found most all-in-one business management software and ERP software to be too expensive.

Narrowing the field, DBI signed with Odoo and paid for one month. In the early testing phase, the software did not seem intuitive. After hour calls to customer service did not result in timely or effective responses.

Ultimately, DBI found Striven, their current solution. The product met all their requirements: affordable, centralized, natively integrated, and responsive customer service.



THE SOLUTION

Due to restrictions from COVID-19, the entire onboarding process was completed in the cloud. DBI had large files to bring from NetSuite to Striven, including customer data and all annual recurring invoices. Getting information out of NetSuite into an easily transferable form proved difficult at first. However, the Striven team made sure that, each month, data coming from NetSuite lined up properly with Striven. Overall, the full onboarding process took approximately 5 months.



THE RESULTS

With their data successfully imported into Striven, DBI had what they call “a better cloud-based package” that was also more cost-effective.

Using Striven’s customer portal allowed them to make some adjustments in their business process to ultimately reduce their collections. Using Striven’s collection workflow and an integrated multi-touch email campaign, DBI reduced outstanding collections by 82% from June 1 to December 31.



“I’ve evaluated almost all of the ERPs and CRMs out there, and Striven serves small business in a way that’s not being fulfilled by more traditional systems. The small business community needs Striven.”

—Russell D. Murray, Operations Director/VP

Create Your Own Success Story With Striven

If you’re using NetSuite or an alternative ERP and considering making the shift, get in touch with us and see how we can meet your needs both efficiently and affordably.