

# Netwrix And Actian Deliver Decreased Time To Revenue

Integration And Automation Saves Time Equal To Hiring 2 People

## netwrix

### Challenges

- Needed to replace copy/paste in the system with automation
- Scale processes to match growth
- Improve data integrity throughout the system

### Needs

- An ERP that would smoothly integrate with Salesforce and automate processes
- Improve efficiency, accountability and data integrity
- Make sure processes were auditable (i.e. no risk for fraud, etc.)

### Solution

- Integration took only 8 hours
- Investment in NetSuite and Actian gave them integration and scalability between the two systems
- All processes are now automated, saving enough time to be equivalent to hiring 2 people
- No longer have to manually reconcile systems
- Accounting team is able to guarantee that integrity issues are non-existent
- Eliminated mistakes and improved accountability

“With Actian, we turned it on and it worked. After months of switching over to NetSuite, the Actian solution took only 8 hours and we were up and running smoothly without errors. All processes are now automated and data flows instantaneously between platforms.”

Brian Helwig, CFO, Netwrix

### Highlights

Netwrix Corporation provides a market-leading visibility and governance platform for on-premises, hybrid and cloud IT environments. More than 150,000 IT departments worldwide rely on Netwrix to detect insider threats on premises and in the cloud, pass compliance audits with less expense and increase productivity of IT security and operations teams. Founded in 2006, Netwrix has earned more than 90 industry awards and been named to both the Inc. 5000 and Deloitte Technology Fast 500 lists of the fastest growing companies in the U.S.

Before partnering with NetSuite, Netwrix faced several issues due to their archaic data management system of copying and pasting data between datasets. While this process worked well enough for the company when it was young and small, it did not scale as it grew to a \$20 million company and it quickly became clear that the company needed a better solution.

Brian Helwig, CFO of Netwrix, said that, “budgeting became something that grew from a ‘nice to have’ to a ‘need to have.’ Also, as the product catalog evolved we needed a way to ensure that data was consistent and reliable throughout the entire sales process.” Overall, Netwrix faced three main challenges: eliminating errors in their copy and paste method, scaling their processes, and improving data integrity.

In order to solve these systematic problems, Netwrix needed an efficient and effective enterprise planning software that could allow them to smoothly integrate with Salesforce. After researching competitors, Helwig found that, “NetSuite had the most experience integrating with Salesforce” and gave the greatest flexibility to integrate with their current system. Netwrix also needed a solution that would provide overall efficiency and accountability, while eliminating risk of fraud. NetSuite in partnership with Actian was able to deliver all of this and more.



## Savings Equal to Two People

“Actian not only understood the importance of lead-to-cash, but also the entire order lifecycle and how it worked. I knew I made the right choice when we installed the adapters in both systems, and the order came through flawlessly,” according to Helwig. After integration, the Netwrix team no longer had to reconcile between multiple systems. This saved an enormous amount of time—the equivalent to hiring two people. On top of this, they no longer had data integrity issues, system mistakes or had to spend time and effort on fixing errors. This dramatically improved overall accountability.

“It was by far one of the easiest integrations I’ve ever done. In fact, we had orders seamlessly flowing from Salesforce to NetSuite that we could take action on to manage and grow our business in no time,” Helwig said.

## Action Salesforce Connector for NetSuite

Providing automatic data synchronization between Salesforce and NetSuite, the Action Salesforce Connector for NetSuite is preconfigured to handle end-to-end lead-to-cash process across standard NetSuite and Salesforce. For additional requirements, users have the ability to further customize the integrations, cutting down on lengthy integration cycles with external vendors. The quicker integration cycle leads to faster business value:

- Easier order and quote creation
- Orders and invoicing in real time
- Full visibility to sales and finance
- Fewer delays and errors in lead-to-cash cycle
- Better cash flow/lower DSO (Days of Sales Outstanding)



[www.action.com](http://www.action.com)

2300 Geng Rd., Suite 150, Palo Alto, CA 94303  
+1.888.446.4737 [Toll Free] | +1.650.587.5500 [Tel]



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