



GHA Technologies

www.gha-associates.com



At A Glance:

- **Company:** GHA Technologies Inc.
- **Location:** Phoenix, AZ
- **Industry:** Computer Services, Professional Services
- **Challenges:**
 - Sales had outgrown capacity of former software package, leading to delays, lost data, and redundant effort
 - Needed to deftly manage over \$1 million in open accounts receivable at any given time
 - Needed to maintain rapid growth with a distributed sales force
- **Software switched from:** Peachtree, MAS 90
- **Results with NetSuite:**
 - Maintained size of bookkeeping staff as annual sales grew more than 50 percent, from \$29 million to \$53 million
 - Eliminated need for constant, productivity-sapping backups
 - Improved productivity at executive, sales, and accounting levels



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— George Hertzberg, President and Founder

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The Results: More Customers, No Fears

GHA Technologies today runs its financial house on a NetSuite platform that enables its staff of 80 salespeople and 20 bookkeepers to focus on growing the company, rather than worrying about tripping over their financial software and each other. “GHA adds on approximately 50 to 100 new customers a month, and had we not found NetSuite, there’s no way we could have grown from a \$29 million company to a \$53 million company,” says George Hertzberg, President and Founder. “We would have had to stop hiring.”

The hourly backups and lengthy reporting delays that once hamstrung the business are a thing of the past, as are the frequent queries from customers and salespeople to the accounting office. Clients can now look at their own orders directly, cutting down on accounting time spent in account management, and the greater visibility allows GHA to enforce “strict net 30” policies, with proactive steps taken as invoices age to day 25, and remedial action, including commission adjustments and freezing new shipments, as accounts push past 35 and 45 day milestones.

The improved productivity and visibility have not only helped fan the flames of growth, but have easily paid for themselves. “I have to justify about \$150,000 in license fees. If we don’t hire five new bookkeepers, there’s your cost justification right there, because each is worth about \$3,000 per month,” says Hertzberg.

The Challenges: Growing Pains

GHA Associates, a fast-growing technology reseller and integrator, operates a decentralized, nationwide sales force responsible for over \$53 million in annual sales. “Even through the tech recession, we’ve been able to grow our sales,” says Hertzberg.

Success breeds success, but it bred enormous headaches in the back office as well. “We had to back up our data almost hourly because of the fear of a crash, and when it did crash, we had to rebuild that data, and we’d have to reconstruct four hours of accounting,”

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he says. “That’s a nightmare. It’s double work, so it’s a tremendous loss of wages, creates massive overtime, and we risked lost transactions. That’s not a way to run a company.”

Data analysis was just as troublesome as data entry. Reports were far from on-demand. “If somebody wanted to run a report, they had to do it over lunchtime when all of the bookkeepers were out,” says Hertzberg. “There’s no issue there with NetSuite.”

The Solution: NetSuite Seamlessly Takes Charge

GHA chose NetSuite to solve the financial logjam. “We looked at MAS 90, but we went with NetSuite because it was a decentralized, hosted solution that fit our business model very nicely,” says Hertzberg.

The flexible front-end made it easy to maintain continuity with an interface Hertzberg’s staff had become comfortable with over a half-decade of use. “NetSuite is very flexible, and we were able to customize the software to make it look like our old system to minimize the learning curve.”

The similarities only go skin-deep, however. “Those hourly backups we had to do, data reconstructing... all that is now history,” he says. So are the frequent calls from the field, checking on invoice aging and other matters that might hold up a customer purchase. “Now, the sales force can look with their passwords, and orders can be released in real-time.”

GHA plans to further integrate NetSuite into its operations. A project to replicate an Excel spreadsheet order form is already in the works, while a third phase will integrate NetSuite with a sophisticated marketplace that feeds pricing and availability from a half-dozen wholesale distributors. “GHA is very strategically positioned to implement a state of the art front-office and back-office solution. I’m very excited about that, I think it’s tremendous for our company, and it makes NetSuite a strategic supplier.”