



## Building Connections for Automated Subscriptions with NetSuite

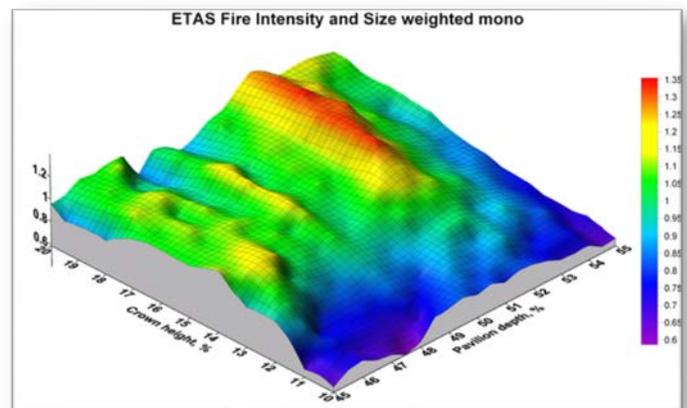
*"Thanks to the great work by Explore Consulting we are now selling our software products as a subscription as well as software with recurring maintenance subscriptions, and its fully automated in NetSuite."*

*- Dennis Seger, Project Manager, Golden Software*

**Background:** Golden Software is a leading provider of scientific graphics software, specializing in the development of software that transforms both simple and complex data into understandable visual tools such as maps, graphs, and models. [Golden Software](#) products are used in mining, oil and gas, engineering, medicine, applied science and university settings.

**Issue:** Golden Software was interested in selling their data visualization software using a new licensing system that would provide better compliance controls, security, and more flexibility to the customer. This new system would require integration of NetSuite and a 3rd-party license management server. Before coming to Explore Consulting, Golden Software used an in-house license system that had weak license control and could not support subscription and maintenance licensing.

**Solution:** The team at Explore worked closely with Golden Software to implement a sales order process that fully automated the generation of



licenses, sending customers their license keys, renewal notifications, and automated subscription renewal. Because the 3rd-party licensing server had a web service API, Explore was able to create scripts that allow NetSuite to communicate directly to the licensing server without the need for a separate middleware server.

**Results:** Golden Software's customers can now order their software online, receive their license keys immediately, and activate their software without delay. Customers can also login to their My Account (NetSuite SuiteCommerce Site Builder) to see their purchases, licenses, and manage their subscriptions. Internally, Golden Software's sales and support staff can find all the information they need regarding a customer's purchases and licenses easily in NetSuite.



## About Explore Consulting

Based in Bellevue, Washington, Explore Consulting was founded in 2001 and is a professional services company dedicated to providing innovative and cost-effective solutions for their customers' database and IT systems' needs.

Having specialized in SaaS solutions for more than 15 years, Explore Consulting is the largest and

most experienced NetSuite reseller and solution provider in the Northwestern United States. Explore Consulting is well-known as a leader in NetSuite implementation, customization, integration and Ecommerce, has been a 12-time NetSuite Star Performer, won 27 NetSuite awards, has twice been named NetSuite Partner of the Year, Americas, and in 2016 was named NetSuite SuiteCommerce Partner of the Year.

For more information, visit <http://www.exploreconsulting.com>.

