



Herrmann - Automated License Key Generation for NetSuite

"I want you to know how much we at Herrmann International appreciate the Explore team. Explore has been incredibly responsive and resolved a system problem we had that is now "super solved" and we are going to be even more successful with our customers because of your work. We only hope that we can be as responsive and helpful to our customers as Explore has been to us!"

- Dorothy Roche, Finance Manager, Herrmann International

Background: Herrmann International was founded by Ned Herrmann, author of *The Creative Brain*, a book based upon his "Whole Brain Thinking" method. Herrmann International's main product is the Herrmann Brain Dominance Instrument (or HBDI), which is a system that can measure the differences in how people think, based upon a series of questions.

Issues: With IBM as the first major client of the HBDI system, Herrmann needed a way to efficiently distribute license keys for their product at the time of purchase. These keys are generated outside of NetSuite, and they prevent unauthorized access to the HBDI system. Herrmann needed the license key generation to be fully automated within NetSuite, so that the customer would receive the license key with the order confirmation email. In addition, a client-specific URL needed to be sent in the order confirmation, so clients could get instructions tailored to their version of HBDI. Herrmann also needed this to be extensible, so that future clients could be added (such as Coca-Cola, who was added early this year).

Solution: Herrmann International brought in Explore Consulting to design, build, and implement a robust NetSuite solution to solve their business problem. Explore integrated NetSuite to the external license key generation system using web services. At the time of purchase a request is made to the generation system, which either returns a license key that is added to the

line item on the order, or an error clearly communicating the issue, and is displayed on the order.

A system using custom records was also set up, so that administrators could map client-specific URLs to clients. These URLs would be used as guides for the HBDI system, and the links would be sent along in the order confirmation email. Explore also created a custom email template with HTML formatting that would be used as the order confirmation. This email would be sent to the customer upon completion of the order and would contain, among other things, the aforementioned license key and URL.

Results: Herrmann has had great success with seamlessly issuing product license keys to clients. Employees no longer have to manually look up license keys, and the system is easily extended to add additional clients. Herrmann International's overall operating cost has been reduced and they now provide a better customer experience.

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 8 years, Explore Consulting is the largest and most experienced NetSuite reseller and solution provider in the Northwestern United States. Not only is Explore a licensed reseller of the NetSuite product suite, but an experienced NetSuite implementation and integration partner. Whether you are looking for assistance with your NetSuite purchase and implementation or needing to integrate your NetSuite account to any external data source with our industry-leading CloudConnect™ service, we are your one stop NetSuite service provider. Explore Consulting is well-known as a leader in NetSuite customization, integration and extensibility. While NetSuite can run

most businesses using out-of-the-box functionality, we're experts on adapting the product to meet your specific business requirements. Explore Consulting was recently included on the Inc. 5000 list of fastest growing privately owned companies in the U.S. for the third year in a row as well as the Puget Sound Business Journal's 100 Fastest Growing Private Companies. Explore has also been a 5-time NetSuite Star Performer and is well recognized as a leader in integration and mobile solutions for NetSuite. For more information, visit www.exploreconsulting.com.