



## Case Study – CNET/ChannelOnline Connector for NetSuite

“Explore being both professional and personable, made it a pleasant experience to integrate their CloudConnect application between our two systems. They were very thorough regarding details needed during discovery and implementation. Their expertise and application provided our company with a much more efficient workflow by integrating our quoting tool and opportunity/ordering tool. The application has offered us an opportunity to reduce manual entry which has also reduced entry time as well as human error issues. Thank you to Explore for providing such great service and attention to our needs!”

- Karen Fagnoli, CBE Technologies

**Background:** Headquartered in Andover, Massachusetts, CBE Technologies is a leading provider of IT services in New England. CBE has 25 years of extensive experience delivering affordable, best practice IT solutions, helping clients navigate IT projects from concept to completion.

**Issue:** Part of providing clients a comprehensive IT solution is procuring the hardware. CBE Technologies leverages CNET/ChannelOnline as their parts catalog and quoting system. The CNET solution is integrated to an extensive catalog of computer hardware SKUs and prices from vendors such as Ingram Micro, SYNEX, and Tech Data. CNET provides a quoting tool for sales reps to leverage this data, but the resulting forecast, order, and item data did not flow automatically to NetSuite, resulting in a gap of information. Similarly, new leads cultivated in NetSuite were not automatically available in CNET for

the sales reps to create quotes and orders. Manually re-keying information between the two systems was timing-consuming, taking sales reps away from time they could otherwise spend selling.

**Solution:** CBE engaged Explore Consulting to integrate their CNET/ChannelOnline account with NetSuite. The goal was to eliminate all manual re-entry of data between the two systems, automating the flow of information in both directions and decreasing the time from lead to cash.

Explore Consulting leveraged our CloudConnect integration platform, along with [Explore’s CNET/ChannelOnline Connector for NetSuite](#). Using these tools, Explore automated the flow of data between the two systems, decreasing the amount of time from lead to cash, and eliminating the need to re-key data between the systems.



Qualifying customers and contacts in NetSuite are pushed automatically to CNET/ChannelOnline and created for use by the sales reps. When the first quote is created in CNET, a matching opportunity and quote are created in NetSuite to track the developing sales funnel. This includes item data, which the integration will automatically create if the item has never been used before. Subsequent revisions to the quote in CNET create new versions of the Quote in NetSuite, linking back to the original opportunity. When the order is confirmed, the process automatically creates a sales order in NetSuite, along with any Drop Ship PO's and other automated processes.

#### Key Features Include:

- Customers & Contacts are pushed from NetSuite to CNET, eliminating the need to rekey data to start the quoting process
- Opportunities and Quotes are pulled from CNET back into NetSuite to populate pipeline and funnel reporting
- Track multiple versions/revisions to quotes in NetSuite based on updates in CNET
- Converted quotes result in sales orders in NetSuite
- Items are automatically created if they do not already exist, and added to the Quote or Sales Order to provide detailed visibility into gross profit and order details.

**Results:** CBE was able to significantly streamline their lead to cash cycle by eliminating time consuming data entry, and allowing reps to focus on selling. By maintaining fully integrated pipeline and forecast data, CBE keeps a close eye on their sales funnel, and more efficiently converts new leads into closed business.

Visit [Explore's CNET/ChannelOnline Connector for 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 11 years, Explore Consulting is the largest and most experienced NetSuite reseller and solution provider in the Northwestern United States. Whether you are looking for assistance with your NetSuite purchase and implementation or needing to integrate your NetSuite account to an external data source, Explore is your one stop

NetSuite service provider. Explore Consulting is well-known as a leader in NetSuite customization, integration and extensibility, and was recently included on the Inc. 5000 list of fastest growing privately owned companies in the U.S. for the fourth year in a row as well as the Puget Sound Business Journal's 100 Fastest Growing Private Companies. Explore has also been a 7-time NetSuite Star Performer and was recently named as 2011 NetSuite Partner of the Year, Americas. For more information, visit [www.exploreconsulting.com](http://www.exploreconsulting.com).