



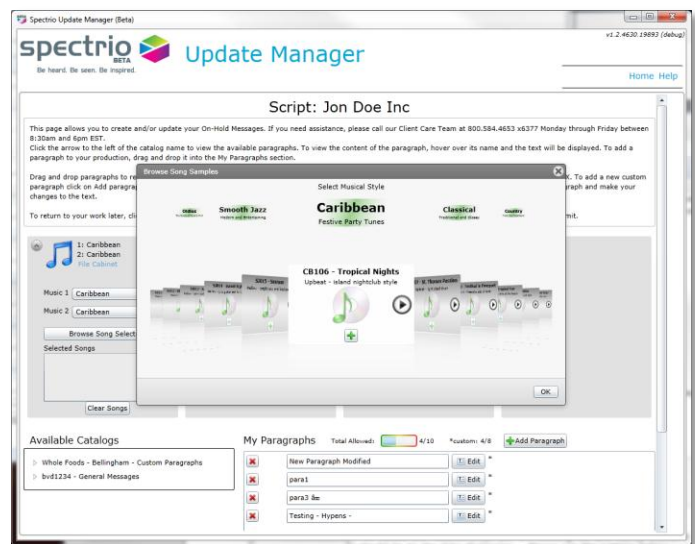
Case Study – NetSuite Integration with CloudConnect™ Mediator

"The Explore Consulting team worked closely with our company to not only create a clean user friendly app for our customers to use, but one with deep integration with our Netsuite workflow. They took the time to understand our business and growth projections to create a robust solution that allows for future features and functionality built on a solid foundation that will last our company for years. Thanks to the Explore Consulting team for exceeding my expectations. We look forward to collaborating on our next project."

- Mitchell Keller, President, Spectrio

Background: Headquartered in Tampa, Fla., [Spectrio](#) provides audio and video based solutions to help clients deliver effective marketing messaging to their customers. The company creates and delivers a variety of multimedia marketing solutions, including: producing and recording on-hold telephone messages, IVR prompts and automated attendant greetings; digital signage solutions for waiting areas, retail spaces and interactive kiosk applications; public space music and location specific "storecast" messaging; multimedia enhancements for the Web, and custom video applications. The company has annual revenues of approximately \$17 million and 72 employees. With audio and/or video marketing solutions in place in approximately 40,000 U.S. locations, the company is among the top five providers in the telephone on-hold messaging industry.

Issue: Spectrio wanted to improve the way their customers created and managed their on-hold marketing campaigns on-line. Spectrio was looking for a way to allow their customers to manage their on-hold messages, listen to music and voice samples and schedule the placement of actual messages. While Spectrio has an un-paralleled customer service team, it was evident that some clients wanted to have the ability for a more hands-on option. Their existing system was complex and functionally limited making changes difficult. They needed a compelling and functional user experience that worked seamlessly



with their existing commitment to running their business on NetSuite, and the new solution must evolve as rapidly as their business.

Solution: Spectrio engaged Explore Consulting to reimagine and deliver a brand new approach that would simplify usability and empower customers to better manage their on-hold messaging services.

A key challenge was resolving how to allow full creative freedom of application features for end-users while leveraging NetSuite for all data and business logic. The [Explore CloudConnect Mediator for NetSuite](#) provided the integration necessary for their customer portal to communicate with NetSuite for all database



related functions.

To achieve the richest experience possible, Microsoft Silverlight technology was also used, resulting in the following benefits:

Customer Benefits:

- Nearly instantaneous application startup.
- Smooth 3-D effects and other interactive capabilities provide a better experience.
- Instant feedback for users – no waiting for web page reloads or refreshes.

Maintenance Benefits:

- Highly scalable client application - deployable on a standard web server or even on CDN (Content Delivery Network).

- Application updates delivered automatically over the web.
- Modular, loosely coupled design via [PRISM](#) enables incremental agile development of new features.
- Significant simplification of existing NetSuite scripting.

Results: Spectrio Update Manager combines several powerful technologies and innovative design techniques to deliver a fun and supremely functional experience for their customers.

Server-side NetSuite code was simplified significantly resulting in a solution better for the customer and also less expensive to maintain and extend in the future.

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.