

Luxent

Optimizing the NetSuite Experience

In an era where NetSuite has become a core requirement for enhancing business processes, companies across verticals are looking for the right NetSuite partner who can help them realize their goals of efficiency, scalability, and growth with the leading cloud ERP platform. With a comprehensive approach to delivering NetSuite solutions, Luxent helps businesses realize ROI and empower users to work with the entire NetSuite platform. In an interview with CIO Applications, Vivian Keena, CEO of Luxent, talks in-depth about the challenges faced by clients in the NetSuite space and how Luxent addresses those issues with rich experience and expertise.

Tell us about the role played by Luxent in the NetSuite solutions landscape.

Luxent is a leading NetSuite partner and solutions provider based in Southern California. We work with customers on all aspects of their NetSuite investment, including licensing, implementation, and ongoing support of their platform. We strive to understand our customers' critical business requirements and goals and provide the end-to-end services they need to be successful, from the initial setup to the day they go live to years down the road when they want to make changes to drive new efficiency. Our growth is fueled by the increasing demand for NetSuite solutions as well as the need for integrator partners who can help make the most of cloud-based technology by simplifying integration with outside platforms such as Salesforce CRM.

What are some of the trends that you expect to have an impact on the NetSuite solutions arena this year and how is Luxent planning to leverage these trends and evolve?

Verticalization is a big theme that NetSuite is tackling. It is expanding its platform by building crucial peripheral applications like CRM, e-commerce, WMS, and HR. This allows customers to cut down on the risk of integration and the additional products they have to buy, learn, and maintain. This isn't to say that there isn't a growing market for solution providers with deep knowledge and tailored solutions (we ourselves are a solution provider with a value-added solution – iQ Configure, Price, Quote); it just goes to show the holistic way NetSuite is approaching its platform build-out.

Luxent is following NetSuite's lead and we're building out vertical and packages that streamline the implementation in some niche verticals such as lighting, food and beverage, promotional marketing, pet food, etc. Having preconfigured environments coupled with industry expertise helps reduce the cost and time it takes to implement.

Give us insights into how you help CIOs drive NetSuite ROI.

CIOs are asked to do so much for their businesses. They are being asked to integrate old, outdated platforms, ensure data integrity and security, train users, troubleshoot day-to-day problems, evaluate new technology solutions, and much more.

At Luxent, we start each new customer with a Business Process Review that provides us with an understanding of the customer's business and helps us tailor a roadmap of how to get



VIVIAN KEENA,
CEO



We helped bring additional functionality to their NetSuite Quote to Cash process using scripted discounts and advanced PDFs. As a result, Picarro reported a substantial increase in ROI and they are eager to customize other areas of the business like international shipping documentation.

What makes Luxent unique in the industry?

Honestly, it's straightforward.

The things we invest in the most are our people. We have a creative, responsive, people-first team that is always thinking about the customer and their success. We have a PlusOne+ program internally to build our reputation as a team that goes above and beyond to anticipate challenges, think creatively and collaboratively about solutions, and always put the customer first. For Luxent, it's the little things—like being professional, reliable, and conscientious—those go the distance.

the greatest ROI out of the NetSuite platform. CIOs then take this and determine how to align their overall plan for the year.

Many companies implement ERP but either don't do it quite right, don't do it completely, or don't optimize in a way that best suits their business. Companies can get better ROI by simply ensuring their users stay trained, their workflow is automated, and unnecessary steps are taken out of all processes. Just like any person you hire, what you invest in making your ERP better, smarter, and more efficient pays dividends.

Tell us about Luxent's product portfolio. How exactly do you help clients with a better way to deliver compelling quotes to their customers?

Quoting is absolutely the most important part of the sales process. For many manufacturers, it's not just the most important part, it's also the most painful part. Quoting tends to be slow, complex, and prone to mistakes. Luxent set out to change all of that by building iQ Configure, Price, Quote, a quoting tool that helps companies deliver quotes faster, more accurately, and all through an easy to use, smart, fast interface. iQ can handle the most complex of products and services, configurations, and engineer-to-order requirements that have historically been stumbling blocks. It's truly a game-changer for companies that struggle to get compelling, accurate quotes into the hands of their customers and prospects.

Could you highlight a case study detailing how you enabled a client to overcome hurdles and attain desired outcomes?

Not long ago, we customized the NetSuite application for Picarro, an environmental services provider. Picarro had migrated both its legacy ERP and CRM platforms to NetSuite and was looking for a solution provider that was responsive, proactive, creative, and knowledgeable on NetSuite applications to help maximize NetSuite's efficiency across all functions.

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What does the future hold for Luxent?

Luxent wants to become a leading provider of NetSuite Software and Services for the mid-market. Investors often ask us if we will continue to focus on services as we grow and that answer is resoundingly yes. Service is at the core of everything we do and we know that customers who receive great service stick with you.

We want our customers to be the most innovative NetSuite companies in their industries. Anyone can buy a car and drive it but not everyone is going to the Indy 500. We want to take our customers to the highest levels with NetSuite. **CA**