

Day Wireless Systems

Modernizing Operations for a Connected Future

"Luxent didn't just fix problems — they helped us rethink how we worked."

— Dean Ballew, EVP of Operations
Day Wireless Systems

THE CHALLENGE

- Disparate systems and siloed teams created inefficiencies across departments
- Limited visibility and reporting capabilities slowed decision making
- Lack of real-time data made accurate forecasting impossible
- Legacy processes and outdated technology hindered growth and scalability

COMPANY SNAPSHOT

Day Wireless Systems is a full-service wireless communications integrator providing design, installation, and maintenance services.

www.daywireless.com

Industry: Wireless Communication

Employees: 200-500

Headquarters: Milwaukie, Oregon



THE SOLUTION

- Implemented **NetSuite ERP** to create a single source of truth
- Partnered with **Luxent**, a trusted NetSuite provider with wireless industry expertise
- Streamlined operations through automation, reducing manual effort
- Built a scalable platform to drive long-term growth and expansion

KEY RESULTS

- ✓ User-friendly system that unified Day Wireless under one platform
- ✓ Improved accuracy and visibility: Real-time reporting replaced manual reconciliations and reduced financial risk
- ✓ Increased efficiency through automated billing, returns, and consolidated operations
- ✓ Scalable growth: Enabled global expansion to 500+ employees without adding administrative headcount

RECOGNIZING THE NEED FOR CHANGE

Day Wireless Systems recognized the need for a new ERP system to streamline operations. They wanted a solution to reduce reliance on multiple third-party applications and minimize daily manual tasks. The team needed a single source of truth and real-time access to critical information.

Choosing NetSuite was a pivotal decision. Day Wireless wanted a platform that could meet a high percentage of their requirements. Additionally, they needed a NetSuite partner who had expertise in their industry and was dedicated to supporting their success both now and as they grow. Through recommendations from industry peers, Day Wireless found that partner in Luxent.

FINDING THE RIGHT PARTNER

From day one, Luxent invested time in understanding Day Wireless's unique business and identifying both how NetSuite would meet key requirements and where customization or integration with third-party solutions would be necessary. Luxent suggested improvements to legacy processes that streamlined operations, leveraging their deep understanding of the wireless industry and NetSuite. Most importantly, they helped foster a digital transformation mindset across Day Wireless's teams.

"Luxent didn't just tell us what was possible—they showed us," said Ballew. "They built part of our rental workflow during the evaluation phase so we could see exactly how it would work. That gave us confidence that they understood our needs."

TRANSFORMING OPERATIONS WITH NETSUITE

Working side-by-side with the Day Wireless team, Luxent designed a NetSuite solution that mirrored how the rental business operated. They automated complex billing cycles, streamlined rental returns processing, and integrated the system seamlessly with financial and payroll systems. The powerful combination of NetSuite's architecture and Luxent's expertise built a solution that eliminated manual processes and saved many days of staff time, replacing them with automated workflows that completed in minutes.

"The Luxent team was deeply embedded with us throughout the process," said Ballew. "They didn't just fix problems — they helped us rethink how we worked."

The implementation's success demonstrated Luxent's deep understanding of Day Wireless's operations and led to more collaboration.

"LUXENT HAS TAKEN US TO THE NEXT LEVEL, WE'VE BEEN ABLE TO SCALE, IMPROVE VISIBILITY, AND CONTINUE TO GROW EFFICIENTLY."

**DEAN BALLEW, EVP OF OPERATIONS
DAY WIRELESS SYSTEMS**

As a Phase Two, the company needed to improve subscription billing and maintenance contract management. Luxent implemented BillFinity, which integrates with NetSuite to automate complex recurring billing scenarios. Luxent's expertise was integral to the selection and successful rollout of a new, integrated billing process.

SCALING FOR GLOBAL GROWTH

Luxent continues to serve as a valued partner to Day Wireless by optimizing intercompany processes as Day Wireless grows, enhancing segmentation to improve financial reporting across business units, and tackling new projects as required to support the company's strategic initiatives. As Day Wireless expands globally, Luxent is helping to launch new NetSuite instances in Ireland and the Netherlands.

"Luxent bridges gaps that others couldn't," said Ballew. "They don't default to 'that's how the software works' — they ask what we need and make it work for our business."

Today, Day Wireless operates as a unified, data-driven organization with a scalable ERP foundation that has supported its growth from a regional business to a global operation of over 500 employees — across diverse business lines — all without adding administrative overhead.