



AGONOW

# GIVES COMPANIES GREATER CONTROL OVER THE CUSTOMER RELATIONSHIP

AgoNow is an industrial wholesaler and channel solutions provider that partners with distributors/resellers and manufacturers to grow their businesses profitability. The company solely sells to distributors, not to end users. It enables manufacturers to reach more customers and distributors to access new product categories at lower cost.

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**Mike Denning**, CIO and VP of Operations, AgoNow



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### **Challenge**

As a startup, AgoNow wanted to run its operations with agility and efficiency. This included the need for a cloud-based ERP platform to avoid hardware costs, and an automated credit verification process to eliminate the need for additional FTEs. AgoNow wanted their finance team to spend time on high impact customer decisions that demanded their expert attention.

### **Solution**

NetSuite offers a robust, configurable ERP solution for the cloud. Dun & Bradstreet’s DNBi Risk Management for NetSuite automates credit verification, eliminating the need for manual intervention on standardized processes with pre-defined rules.

### **Benefits**

Sales reps now perform credit verifications, receiving valuable customer information they can use to expand and nurture the relationship. Credit verification time has been cut from up to 10 days to hours.

### **AgoNow uses DNBi Risk Management for NetSuite to give sales control over credit verification—and the customer relationship**

As a startup, AgoNow had the opportunity to

bake innovative technology into its operations from Day 1. Its goal was to add value and differentiate its offerings through seamless interactions with customers.

AgoNow’s first order of business was to procure an ERP system as the foundation for its operations. “We chose NetSuite to run order-to-pay, procurement, accounting and ecommerce because we wanted those operations in the cloud. We didn’t want to build and maintain servers. NetSuite not only had the most robust offering, it was also supported by a wide range of third-party products,” says Mike Denning, CIO and VP of Operations for AgoNow.

NetSuite has enabled AgoNow to operate better, smarter and faster—and the solution is easy to modify as requirements change.

### **Searching for a Credit Management Solution**

Credit management is central to AgoNow’s profitability. “We need to work with companies who can pay us on time and live up to credit agreements,” explains Denning.

Denning had previously worked for a large industrial distributor that had two groups performing credit checks. Says Denning, “As a startup, we didn’t have the resources to hire all those people. We wanted an automated

solution (that provides the ability to grow with us as we scale the business). The integration between DNBI Risk Management and NetSuite made it a no brainer.”

“Implementing the solution was incredibly easy,” continues Denning. “We (downloaded the DNBI Risk Management bundle in minutes), and set up our credit rules, trained users and were running painlessly within a week. Since then, we haven’t had to call for any support issues.”

### **Streamlining Credit Management Processes**

Together, Dun & Bradstreet and NetSuite deliver a best-practice credit check and risk management solution embedded in AgoNow’s system of record.

When AgoNow works with distributors, it agrees not to compete with them for their customers’ business. To make that arrangement, it must verify that the company is a legitimate distributor using a process that includes a credit check.

Sales executives create a record for each customer in NetSuite. The NetSuite customer database is linked to the DNBI Risk Management Platform, which gives the sales rep information about the company and whether it’s a distributor in good financial standing based on predefined rules.

The system also returns a credit recommendation in real time. “In my previous business, getting a new customer on the books could take two to 10 days. Now we can complete the process on most of our distributors in minutes,” says Denning.

AgoNow needs no specialized credit managers. Ordinarily an organization with 300-1,000 people would require four people to maintain accounts and another two to make



### **Company Snapshot**

**Company:** AgoNow

**Location:** Tulsa, Okla



**Partner Name:** Dun & Bradstreet

**Location:** Short Hills, NJ

credit decisions. “With Dun & Bradstreet’s integration, sales can do everything without taking much time,” says Denning.

### **Increased Visibility and Control**

Another benefit of the DNBI Risk Management for NetSuite solution is that it gives the sales team information about the customer and control over the relationship. “Rather than simply getting an ‘accept’ or ‘reject’ from a credit department, the sales force gains visibility into the customer,” explains Denning. “For example, if a customer is a subsidiary of a larger organization, the rep can use that knowledge to vie for more business.”

Although the system applies credit rules, sales has final say over who to do business with. Sales can also respond to credit situations in ways that preserve the customer relationship. Explains Denning, “Credit decisions can be extremely sensitive. You don’t want someone with no relationship with the customer calling to tell them they have problems with their credit.”

Overall says Denning, “DNBI Risk Management for NetSuite has been a great addition to the NetSuite product. It’s made operations seamless for us and our customers.”

