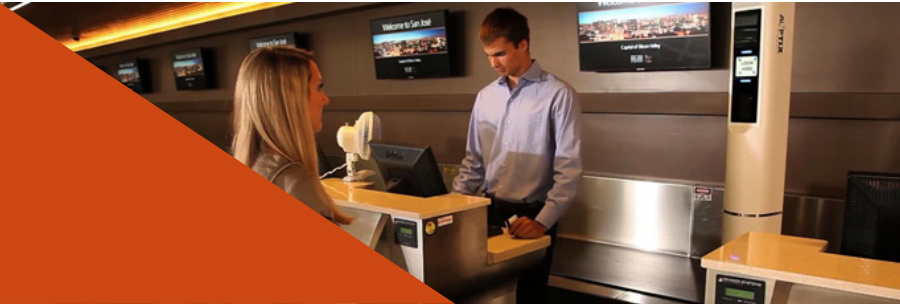


AOptix – DSG and the Human Factor



"As part of our core team, DSG quickly won everyone's respect for their knowledge of best-practices and their ability to translate these into robust business processes that met our needs and leveraged NetSuite's core functionality."

— Pam Bogart, AOptix Technologies

AOptix Technologies is the world leader in the commercial development of Adaptive Optics (AO) technology. With roots in astronomical imaging, AOptix is creating new performance standards in commercial and defense wireless communications, and advanced iris recognition biometrics.

But, for all the technology inherent in their products and solutions, when it came to implementing an integrated ERP system to meet the needs of their diversified and growing business, AOptix faced a common problem—how do you convince key staff that a generic Cloud solution can meet their unique business and operational requirements?

Working closely with DSG's business experts, AOptix used DSG's Definition Workshop process to get buy-in from staff who had previously believed that the needs of their business units, particularly their government and defense units, were so unique that they could not be met without extensive customization.

"We faced a lot of skepticism when we suggested that we could meet the needs of both the government and commercial business units equally well on a single ERP platform," says Pam Bogart, Director of Business Systems. "Many people believed that we'd need to design a system to meet either the government or commercial needs and then force the other group to use it. However, NetSuite's configuration options enabled us to do this and provide the visibility and reporting across all business units that we needed. NetSuite's powerful reporting has also enabled us to reduce people's reliance on spreadsheets."



Industry

Adaptive optics technology and laser communications

Headquarters

Campbell, California

Web site

www.aoptix.com

Challenge

Gaining overall business visibility and control by integrating the sales, financials and operation needs of three business units.

Solution

NetSuite CRM and Financials

Agile PLM

DSG Powered Installed Base Module



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When CFO, Earl Charles, and Bogart joined AOptix, the company used common CRM and ERP systems. But the company's three business units effectively ran as independent entities with distinctly different business processes, many of which were manual or spreadsheet based. To help win people's buy-in to using a single integrated solution, AOptix relied on DSG's iterative and interactive Implementation Methodology. DSG's role extended beyond solutions implementation, they were part of the core team and played a key role in the communication process and the building of trust within the team.

"As part of our core team, DSG quickly won everyone's respect for their knowledge of best-practices and their ability to translate these into processes that met our needs and leveraged NetSuite's core functionality. For example, DSG would take feedback from users, sanity check it, play it back to the core team and then advise us on how we should respond to this," says Bogart. Combining this approach with a well-defined implementation plan backed by strong executive sponsorship, AOptix and DSG took the integrated NetSuite system live in eight months.

The NetSuite system now supports sales and finance and has been integrated with Agile's manufacturing and operations system to support the needs of all three divisions. Additionally, the NetSuite solution has been architected to support AOptix' international growth through subsidiaries and distributors in Europe, the Middle East and SE Asia.

Reflecting on a successful project, Bogart says "Human behavior just doesn't get factored into implementation plans enough. This project — and our partnership with DSG — has proved the power of the right people with the right chemistry to knock the ball out of the park".

About DSG - There is a perfect storm driving the Cloud as companies of all sizes use SaaS applications to reduce operating costs and increase the effectiveness of their sales, service, operations and finance systems. DSG has been at the forefront of this move to the Cloud and has partnered with leading ERP and CRM SaaS vendors like NetSuite and Salesforce.com to accelerate business performance. With its objective approach and proven Launch and Optimize methodologies DSG provides the right Cloud solutions to customers and drives business success while reducing cost, risk and time-to-value. To learn more about how DSG can Cloud Accelerate your Business visit www.DSGcloud.com.