

## Revitalizing NetSuite, Revitalizing Your Body



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— Kevin Davidge, CFO, AlterG

Using technology originally developed by NASA to help astronauts reverse the effects of the bone-loss process experienced in a zero gravity environment, AlterG's revolutionary Anti-Gravity Treadmills have helped thousands of people ranging from professional athletes to weekend warriors to senior citizens, rehab and train with less pain and get back to their usual daily activities as quickly as possible.

AlterG has built a successful business selling their Anti-Gravity Treadmills to hospitals, rehabilitation facilities and sports training facilities. But, when it came to their business systems, they needed help from DSG to get their NetSuite implementation off-the-ground.

Kevin Davidge, AlterG's CFO, related "Because we are a sales-led organization our first major Cloud investment was in CRM. Our CRM was pretty complex as we handle trials, sales, and maintenance of our equipment. We selected NetSuite's CRM solution and worked with one of the partners who did a nice job of implementing a solution for us. When it was time for us to implement financials, it was a logical decision for us to use NetSuite and the same partner to implement our financials solution".

From a business point-of-view, the decision to use an integrated solution appealed to Davidge, "Having all your data under one-roof just seems like common sense to me – you don't have to worry about integration which has always been a problem in previous companies where I've implemented systems". However, as logical as the decision to use NetSuite seemed to be, it did not result in a satisfactory financials implementation.

"One of the things that we discovered is that a consulting firm that's good at implementing CRM isn't necessarily good at implementing financials," continued Davidge. In fact, the financials implementation became such an issue that Davidge asked NetSuite to refer them to a Solution Partner that could help them re-implement the system.

## ALTER

### Industry

Anti-Gravity Treadmills

### Headquarters

Fremont, California

### Web site

[www.aoptix.com](http://www.aoptix.com)

### Challenge

Develop an integrated sales and financials system to support high-growth medical device company.

### Solution

NetSuite CRM and Financials

DSG Powered Installed Base Module

DSG Revitalize and Optimize Service Packages



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That company was DSG: a Solution Provider that has deep experience with similar projects and has developed a packaged service called Revitalize to help fast-track customers in AlterG's position back to NetSuite health. Led by one of DSG's business experts, the DSG consultants met with Davidge and his team to understand their business needs. They then audited the Alter-G NetSuite implementation to determine where their problems lay and functional gaps existed between AlterG's business needs and their system setup.

After, DSG designed and implemented a program that not only addressed AlterG's financials needs but also extended the functionality and value of their NetSuite investment. As specialists in the high-tech market, DSG has developed a number of DSG Powered™ modules that provide template solutions to common high-tech functional needs such as installed base management. "DSG's Installed Base module has saved us a huge amount of time and effort. With any system there's always customization work that needs to be done and the Installed Base module gave us a head-start on that work" said Davidge.

AlterG has now been live on their integrated NetSuite CRM and financials system for four months and CFO Davidge is feeling confident about the future. "Our next step will probably involve supporting our exec team by providing dashboards to get them information that they need to make faster decisions instead of being so reliant on spreadsheets", comments Davidge.

DSG provides ongoing support to AlterG through their Optimize service, which provides AlterG with access to designated DSG experts who understand both AlterG's business and implementation set up as well as the needs of high-tech companies. As Davidge says, "It's in the nature of a growing business that things change. Having access to DSG's Optimize team means that we not only get advice on how to adapt to this process of change, but also a certain number of hours of consulting every month to implement these changes. You can't hire an expert to do this unless you want to pay 3 or 4 times what Optimize costs us a year. Those economics really make Optimize a no-brainer for any growing business."

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**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](http://www.DSGcloud.com).