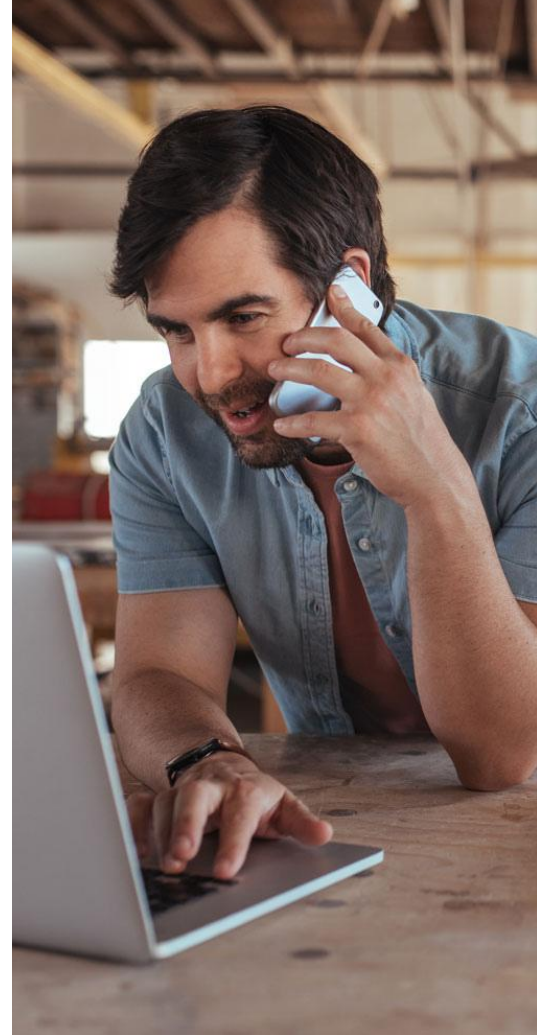




CYBERSECURITY SERVICES FIRM USES NETSUITE FROM DAY ONE TO SUPPORT ITS MULTI-PILLAR BUSINESS MODEL



READ TIME: 6 MIN



Founded in 2015, Fishtech Group, LLC is a data-driven cybersecurity services provider that helps customers find the right solutions to identify gaps, minimize risk, maintain compliance and increase efficiency throughout their organizations.

Fishtech helps its customers accelerate technology adoption in a way that aligns with business strategy, complies with regulatory requirements, provides due diligence and increases operational efficiencies.

Fishtech has been using NetSuite ERP since it opened its doors. Its founder, Gary Fish, sensed a gap in the cybersecurity marketplace—specifically related to emerging cloud technologies—and quickly formed a new team to start Fishtech. Over the past four years, that team has grown to comprise over 230 members. Today, Fishtech’s business encompasses three areas: consulting services, value-added sales of software and hardware, and managed services. The latter was launched about two years ago and is now the firm’s fastest-growing division.

“We have 24/7 operation centers that serve a wide range of clients that outsource their cybersecurity needs to us,” said Ryan Shreve, CFO. “We’ve seen hyper-growth in that area and traction with clients that range from small entities to large, Fortune 500 companies.”

BEST-IN-BREED SOFTWARE

A proven serial entrepreneur, Fish knew upon starting Fishtech that his new venture was going to scale up quickly.

“We invested in all of our software applications from day one,” said Shreve, whose team considered QuickBooks as a starter software platform for the new organization. “We all used NetSuite at previous companies, and felt that it was best-in-breed for the size of organization that we planned to be.” Shreve says the need for integrations between multiple applications and the company’s ERP was another selling point for NetSuite.

For example, the company uses the Celigo connector to tie its NetSuite ERP together with Salesforce. All data flows to and from the platforms in a seamless, automated manner.

With all NetSuite financial modules active, Fishtech is also using the platform's Professional Services Automation (PSA) modules to manage its consulting services. The company also implemented Avalara for sales tax calculations and Domo for its business intelligence needs. "These all tie into NetSuite through various connections, be it through application programming interfaces (APIs) or login user credentials," said Shreve.

BOOTS ON THE GROUND

After working with one NetSuite services partner to implement the platform in 2015, Fishtech went in search of a local, "boots on the ground" partner that could help it extract more value from its software investment. This would not only help the company replace a custom-developed NetSuite-Salesforce integration with the Celigo Integrator.io connector, but also reduce the amount of consulting fees it was paying to maintain and update the custom connector (and other functions).

Turning to NetSuite service partner Meridian Business, LLC for help, Fishtech sought out a solution that would allow them to be "a bit more self-sufficient." Even though this would initially translate into fewer consulting revenues over time, Meridian was more than happy to help.

"In the software business, you can win a lot of trust with clients by showing them a better solution that doesn't necessarily produce more revenue for your own company," said Shreve. "Those early actions led us to truly trust Meridian and give them other projects; that was a big deal."

FREING UP TIME

The Fishtech-Meridian relationship has also freed up time for Shreve and his team, which can now focus on more mission-critical tasks.



"We go to Meridian with our NetSuite-related questions because we know they'll typically be able to answer them faster than we'd be able to," said Shreve, who currently has a six-person team that works directly with Meridian. "When we don't have the expertise in-house, Meridian digs in and helps us find the solutions we need. That has really helped us free up valuable time."

Shreve said the company has also helped Fishtech manage its rapidly-growing project management function.

“We've grown from handling just a handful of few transactions or projects at any given time to currently managing over 100 different projects simultaneously,” said Shreve. “Having the right project management tool, along with support from Meridian, has been key to that growth.”

As a company that's been using NetSuite for its entire existence, Fishtech is now well positioned to manage growth across all three of its business pillars.

Because it never had to worry about switching out a spreadsheet-based or multiple point systems in favor of one that could handle a growing entity, Fishtech avoided the painful, time-consuming integrations and transitions that many companies grapple with when making the switch to an “enterprise” level solution.

AS SIMPLE OR AS COMPLEX AS YOU NEED

Shreve said implementing NetSuite early in Fishtech’s lifespan also set the stage for effective customer interactions using functions like collections automation. “We use standard functionality in NetSuite to send automated emails to our customers of their outstanding balances and to send them invoice copies,” said Shreve. “That’s email functionality that we wouldn’t get in a different tool.”

The company also started sending ACH payments, utilizing NetSuite’s robust reporting capabilities, and automating its A/P and A/R processes right out of the gate. Working with Meridian, Fishtech has added functionalities and new integrations along the way to support its steady growth.

“NetSuite can be as simple or as complex as you need it to be,” said Shreve. “As you grow, the modules are there, waiting for you to simply turn on a feature. That’s helped us scale our company and service our clients in a more efficient fashion than we would have if we were using a smaller or less comprehensive product.”



CUSTOMER PROFILE

COMPANY: FISHTECH GROUP, LLC

INDUSTRY: CYBERSECURITY SERVICES

LOCATION: KANSAS CITY, MISSOURI

Born in the cloud, Fishtech Group is the leading current-generation service provider enabling secure business transformation. Our experienced cybersecurity professionals plan, produce, and implement innovative solutions that ensure security and success. We make businesses more secure while increasing productivity and visibility. We focus on threats so you can focus on your business.

Fishtech Group includes the Security-as-a-Service provider CYDERES and the security analytics platform provider Haystax of McLean, VA. Fishtech venture partners include Perch Security of Tampa, FL and Foresite of Overland Park, KS. For more information, visit our website <https://fishtech.group/>, or email us connect@fishtech.group.





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