



## Epiphany, Inc.

www.epiphanyinc.net



### At A Glance:

- **Company:** Epiphany, Inc.
- **Locations:** Cypress, TX
- **Industry:** Professional Services; High-Tech Services; Computer Services
- **Challenges:** Professional services firm looking for a tool deep enough and flexible enough to adapt to customers with complex or unique business models without incurring the time and cost of having to build a solution from scratch.
- **Other software considered:** Salesforce.com
- **Results with NetSuite:** Revenues are growing 100 percent per year through reselling NetSuite

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Epiphany, Inc.

### The Results: Doubling Revenues

Brenda Brinkley, president of Cypress, Texas-based Epiphany, Inc., estimates that her firm’s revenues increased by 100 percent between the second and third year of reselling NetSuite. She has also added six sales and administrative employees to her staff in order to handle the volumes that NetSuite generates.

Brinkley believes she will replicate this growth in the fourth year of reselling NetSuite. “If we don’t double revenues we will be very close,” she says.

### The Situation: Selling to SMBs

A one-time sales representative and consultant for Oracle, Brinkley decided to go into business for herself and knew she wanted to sell software and provide consulting services to small and mid-sized businesses. SMBs, she reasoned, have a shorter sales cycle, and as a start-up, she wanted to start realizing revenues as soon as possible.

She also wanted to develop a consulting specialty in customization for SMBs. “When you are a Fortune 500 company, you have a lot of options. SMBs don’t have all those choices available to them. We wanted to give SMBs the tools and processes to help them grow.”

Brinkley looked at several packages, including Salesforce.com. “We did resell other packages at the beginning,” she says. “But over time we got so involved with NetSuite that today it constitutes over 90 percent of our business.”

Find out more: contact NetSuite, Inc. at 1 877 NETSUITE or visit [www.netsuite.com](http://www.netsuite.com)



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### **The Solution: Developing a Specialty**

One reason why Epiphany developed such close ties with NetSuite, she says, was the product itself. “Our customers love that it is a suite product and that it is online.”

Then there is NetSuite’s flexibility—a feature that Epiphany has leveraged in its consultancy.

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Brinkley says many of her clients are companies whose business plans are so unique they had difficulty finding consultants—not to mention software—that would serve their needs. “These companies tend to be government suppliers, or focused on R&D,” she says. “We have one large customer, for example, that we helped configure NetSuite so it could track prescriptions and other lab equipment.”

Now, she says, Epiphany specializes in customizations. “We ended up with a lot of customers that found us because nobody else could help them. Reselling NetSuite has contributed significantly to our consulting revenues.”

Another reason why Epiphany eventually moved most of its business to NetSuite was its support for partners and resellers. “Whenever we need clarification about a quote or have a question about a feature, NetSuite responds right away.”

NetSuite is also very proactive in helping resellers realize even further sales. Brinkley tells of the time when the regional manager of NetSuite pointed out that a particular customer’s pricing was going to change. “He went out of his way to alert me to this and said that if I approached the customer with a multi-year deal it could save significantly on pricing before the change occurred.”

“We sold that deal in a week and made \$30,000,” she says.

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