



“ Whether you call the support line or customer service or sales, that person is able to see everything about the caller — and most importantly, tell them, 'yes, your backups are continuing as normal.' ”

— Brett Raynes, Director

Backup Direct

To help manage a nationwide, mission-critical service for business clients, many different people had to be able to help any kind of customer in any way at any time. "We have to be able to work from multiple locations, and be multi-purpose," Raynes says.


Integrity was of paramount importance given the company's own offering. "As a backup company, we're constantly preaching the value of business data and how important it was to have it all backed up, so we also wanted to go with what we knew would work, and know that key areas of our business data would be protected."

The Solution:

With the aid of NetSuite Solution Provider BlueBridge One, Backup Direct worked NetSuite into the fabric of its company so that business operations proceeded as smoothly as the company's signature data storage and recovery service. "We didn't just see NetSuite and say 'let's go for it,' but the application integration made the difference, knowing that it covered all areas of the business. NetSuite really is one application that we're working from."

Backup Direct uses NetSuite to manage sales and prospecting information, as well as customer enquiries and technical support. Surveys and e-mail marketing are coming online and helping the company find new business expansion and improvement opportunities as well. "We wanted to make sure that we were extremely efficient with customer interactions, and we wanted a sales, billing, and support process we could rely on," Raynes says.

"Because of what we've got, we know we can increase our presence anywhere in the country, including using people working from home doing telesales work," he says. "We continue to see a route to grow the business whilst controlling overhead, and making our costs as far as possible variable costs."

 Find out more: contact BlueBridge One at 01932 300 000 or visit www.bluebridgeone.co.uk