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NetSuite's OpenAir Scores Down Under



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OpenAir, a NetSuite company and vendor of cloud computing professional services automation and services resource planning software, has announced new customers from the Asia Pacific region -- AIPEX, Waugh Infrastructure Management, Fronde, and Matsco Solutions.

Through cloud-based product upgrades and product offerings, OpenAir markets its advantages as providing "low total cost-of-ownership by eliminating the need for support staff and on-site server maintenance.

AIPEX is a business and technology consulting firm based in Melbourne which "had no faith in their forecasting capabilities and limited visibility into the key metrics of the business," OpenAir officials said, adding that they integrated OpenAir with NetSuite for financials and Customer Relationship Management (CRM).

OpenAir sees its value proposition coming into play when businesses feel like they're overwhelmed with such challenges as manual and inaccurate time and expense tracking, disconnected Sales Force Automation and financial point tools, restricted transparency into performance metrics, lengthy and inefficient billing cycles, and limited visibility into resource and skills profiles.

Waugh Infrastructure Management, a Timaru, New Zealand-based provider of infrastructure management services, reported "an immediate improvement in timesheet submission and approval" due to OpenAir's SaaS model, and Wellington-based Fronde found a reduction in its billing cycle.

NetSuite is finding a lot of success in the Asian market these days -- earlier this month [TMC](#) reported that the company partnered with Fujitsu Limited and Fujitsu Business Systems to distribute, resell, and support NetSuite in Japan.

Fujitsu officials said at the time that the partnership gives them a cloud-based enterprise resource planning offering for small to mid-sized enterprises. Financial terms were not disclosed.

NetSuite officials say its Release J is a localized software as a service business management suite available to Japanese businesses, providing support for Japanese accounting requirements, including Tegata payments, J-GAAP compliant financial statements and Consumption Tax configuration capabilities.

Partnering with NetSuite gives Fujitsu an immediate presence in cloud computing, as well as the cloud-based ERP offering for SMEs. The companies have collaborated on a strategy to expand the reach of the product, calling for 500 new customers within three years.

OpenAir's product is designed to help users streamline business processes and eliminate "siloed, disjointed data sources," company officials say: "As the cornerstone of an SRP strategy, OpenAir connects time tracking and usage management with SFA and back-end financial data, accelerating the quote-to-cash process." The company has offices in Boston, London and Sydney.