Bailey Nelson was ready to launch an exciting joint-venture partner program. ServiceRocket stepped in with certified NetSuite expertise. The result? Better project management practices and an easy-to-use client onboarding system.

**Challenge**

Bailey Nelson wanted to introduce a new joint-venture partnership program to their business. However, complex NetSuite customizations were out of scope for their team; they needed a certified expert to provide a custom solution.

**Solution**

Bailey Nelson partnered with ServiceRocket’s experienced NetSuite-certified developers on automations and scripts that successfully addressed the complex needs of their joint-venture partnership program.

**Outcome**

With ServiceRocket’s scalable and custom NetSuite solution, Bailey Nelson can grow their company as they build a partner program and seamlessly onboard joint-venture partners.
In the summer of 2022, Australian-based eye care company Bailey Nelson was ready to launch an exciting initiative inviting corporate retail stores to become joint-venture partners. But there was a roadblock. Their financial platform, NetSuite, required customizations to onboard and monitor their new retail partners properly.

Nico Regala, a Business Solution Analyst at Bailey Nelson, knew that the multiple financial entities required for this type of solution would need complex coding; it would differ from what NetSuite partners typically did. Their top priority: find a knowledgeable NetSuite-certified tech-enabled services provider who understands their business needs and has the skills to develop a custom, scalable solution.

After browsing NetSuite community forums and support groups, Nico found that one commenter was very knowledgeable about NetSuite development. That commenter worked for ServiceRocket, and Nico knew he’d found their partner of choice.

“We were lucky we found ServiceRocket right away. We were shopping around for other partners, but after finding ServiceRocket, we knew they were the best partners.”

The complexity of Bailey Nelson’s joint-venture program required multiple layers of sales data tracking. It needed to accommodate a new inventory flow under a joint venture partnership model, which was very different from a purely corporate model. The solution also needed to quickly onboard new partnership stores. Although this type of solution was new to ServiceRocket’s NetSuite team, they brought a depth of expertise gained from past clients to the task.

ServiceRocket’s specialized team of NetSuite developers built a custom solution that utilized automations and custom scripts that captured all of Bailey Nelson’s requirements. Even better, the solution was easy to manage and maintain. The result? A final product that Bailey Nelson is proud to use.

“It was a joint intellectual pursuit between ServiceRocket and us. As this was a new solution for both of us, we felt ServiceRocket learned just as much from us as we did from them.”
Bailey Nelson immediately saw the results of ServiceRocket’s solution with their first go-live for a partner store. The solution worked perfectly and continues to do so as they add more partners without impacting their business — a major win.

ServiceRocket didn’t just solve the problem; they developed a scalable solution for Bailey Nelson that can easily grow with their company. They can now encourage more partners to join their program without worrying about the workload on the back end — it’s taken care of.

The company's joint-venture partner program was initially limited to Australia; with its early success, Bailey Nelson is already working with ServiceRocket to expand the program to other markets.

“If a company is in a similar situation or looking for technical NetSuite expertise, I suggest they seek out ServiceRocket. They are more than capable and always reliable. ServiceRocket is our partner of choice for future NetSuite projects.”

About Bailey Nelson

Bailey Nelson is a global eye care company that operates in Australia, the U.K., Canada and New Zealand. They aim to make eyewear purchases easier through attractive and affordable designs, with excellent customer service to back it up.

Visit baileynelson.com to learn more.