Gunnison Enhances Operational Efficiency with NetSuite

Implemented by Appficiency
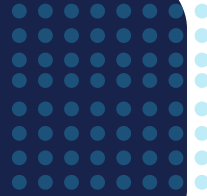
GUNNISON

Company	**Industry**	**Applications Replaced**
Gunnison	Construction	Multiple Accounting Systems

Location	**Employees**	**Appficiency NetSuite Modules Deployed**
Atlanta, Georgia	1,500	Material Job Costing (MJC), CE2P, Retainage

Gunnison Overview

Gunnison is an **industry-leading provider of tree and vegetation management services**. Their companies serve a growing list of sectors including utility, industrial, government/DOT, residential and commercial. Utilizing state-of-the-art equipment and techniques, Gunnison ensures that their clients receive the highest quality of care, maintaining the beauty and safety of their properties. With a commitment to safety, excellence and customer satisfaction, Gunnison continues to lead the industry in vegetation management.

Overcoming Operational Challenges with Rapid Expansion

Gunnison,faced significant operational challenges due to **rapid expansion and multiple acquisitions**. Within 18 to 24 months, the company acquired a dozen companies, leading to a **disparate set of financial systems and processes** that hindered efficiency and scalability. Recognizing the need for a robust solution, Gunnison partnered with Appficiency to implement NetSuite, **aiming to unify its financial operations and enable scalable growth.**

Complex Corporate Structure and Inefficiencies

As a **private equity-backed company**, Gunnison's aggressive acquisition strategy led to a **complex corporate structure** with multiple operating entities, each utilizing different accounting systems. This setup resulted in **substantial inefficiencies, particularly in financial reporting and consolidation**, which could take up to three weeks to complete each month. The company's leadership recognized that maintaining this status quo would severely limit their ability to integrate new acquisitions and respond agilely to business opportunities.

Fragmented Financial Systems and Processes

Before the implementation of NetSuite, each of Gunnison's acquisitions operated independently with their own financial systems, leading to significant inconsistencies in financial reporting and operational management. **The lack of a unified system caused delays in financial closings and made real-time financial oversight nearly impossible.** This fragmentation was unsustainable in the face of Gunnison's growth trajectory and the strategic goals set by its leadership and stakeholders.

**Marc Picardo,
CIO Gunnison**

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"We struggled with our financial reporting and closing the books in a timely manner every month. It was taking over three weeks to close the books and the consolidation of 11 different financial statements in Excel only compounded the problem."

The decision to implement an ERP system was catalyzed by the **urgent need to consolidate financial processes across all acquisitions.** Marc, the CIO of Gunnison, was a key figure in this transition, advocating for a system that could integrate diverse processes into a unified platform. Gunnison evaluated several ERP solutions, including N4 and Acumatica, but ultimately selected NetSuite due to its robust functionality and the stability of its backing company, Oracle. The choice was strategic, aiming to partner with a provider that offered both industry expertise and a long-term operational presence.

Choosing Appficiency, the NetSuite Partner for Construction

Appficiency was chosen as the implementation partner due to their specialized **experience in the construction industry** and their suite of tailored NetSuite applications. Appficiency's expertise facilitated a smooth and efficient implementation process, setting the stage for significant operational improvements.

Achieving Growth with NetSuite & Appficiency

The NetSuite implementation by Appficiency allowed Gunnison to achieve several key objectives:

- **Financial Consolidation:** Unified 11 different accounting systems into a single ERP platform, dramatically reducing the time required for monthly financial closings from three weeks to six business days.

- **Operational Efficiency:** Standardized financial and operational processes across all acquisitions, improving consistency and reducing errors. This standardization was crucial as **Gunnison transitioned from "Excel hell" to having "consistent processes**, consistent data, and things improving on a daily, weekly basis."

- **Scalable Growth:** Provided a scalable solution that could easily integrate additional acquisitions and support expanding business operations without the need for significant system reconfigurations.

"It was taking us two to three days to consolidate the financials once we were good. Now, it's click a button and boom, there's everything you need to see.

With Gunnison acquisition strategy, it was about scalability. They need a system and processes that you could scale."

Marc Picardo,
CIO, Gunnison.