



True Cloud ERP

Brings Commodity Businesses to the Cloud With a Smart Point-of-Sale System



Since 2011, True Cloud ERP (formerly PopScrap) has been putting the power of technology into the hands of the world's commodity trading businesses. As the developer of the [WeighPay](#) software solution for scrapyards and waste management companies, True Cloud ERP is both a solution provider and system integrator for Oracle NetSuite.

CEO Stacy Duty started the firm, which has about 30 employees, to fill the many "gaps" left by on-premises software solutions. Pairing with a co-founder who was an experienced software developer, Duty initially targeted customers in the scrap metal industry.

"Our future mission is to create an 'Oracle NetSuite Commodity Edition' that includes WeighPay for scale-based data collection and NetSuite for financials, inventory management, contracts and pricing."

Stacy Duty, CEO, True Cloud ERP



“We were able to double our potential revenue while still only having to support half of the product because NetSuite was obviously developing, integrating and handling much of the legwork.”

Stacy Duty, CEO, True Cloud ERP

“We focused a lot on solving compliance-related issues for companies nationwide,” said Duty. “As we brought on new clients that had different needs, our development team grew exponentially.”

True Cloud ERP began adding client segments like waste and landfill management operations to its roster and, over time, diversified into the seafood industry.

“We realized that our product was a good fit for many different verticals, and not just the scrap metal industry,” said Duty.

The WeighPay is a weight-based point-of-sale solution that includes scale integration, camera, ID scanner, fingerprint scanner, ATM, and cash and coin dispenser and integrates directly with [NetSuite ERP](#).

Replacing Older, Disconnected Systems

Ranging from \$1 million to \$6 billion in annual revenues, the commodity companies that True Cloud ERP serves are usually small to midsized by industry standards. Saddled with on-premises software and myriad disparate processes, many of them are embracing the functionality, connectivity and mobility [that cloud-based software offers](#).

They also want the [analytics](#) that their older, disconnected systems don't offer.

True Cloud ERP joined the [NetSuite SuiteCloud Developer Network \(SDN\)](#) in 2017 with the goal of onboarding existing NetSuite customers that needed WeighPay for commodity weight management.

“We provide a connector between the two [systems],” said Duty, whose prior experience in software showed him just how much time, effort and marketing budget go into finding and signing up new customers. “When we sell NetSuite, we don't create or support the software, we just get the revenue from it.”

Duty said he was also looking to partner with a cloud ERP that didn't know his own company's main vertical: commodity businesses.

Branching Into New Client Segments

Two years after signing on as a NetSuite SDN partner, True Cloud ERP expanded that relationship by becoming a solution provider. It was a natural progression, as the company wanted to customize its own version of NetSuite for its target customer base.

The company has outlined 10 individual modules that it plans to build into the cloud ERP this year, including routing, dispatching, freight pricing and tools for other activities relevant to commodity-based entities.

With a client portfolio that remains heavily weighted in scrap metal, True Cloud ERP is hoping that its new solution provider alliance with NetSuite will support its mission of branching into new client segments. Ideally, Duty said, the firm's client roster will soon be one-third scrap metal, one-third waste management and one-third aggregate/agriculture/seafood companies.

"These companies need NetSuite on the back-end and WeighPay on the front-end," said Duty.

His team is currently onboarding a new scrap metal company that has about \$2 billion in annual revenues.

Partnership Benefits

Being a NetSuite SDN and SP partner has enabled True Cloud ERP to:

- **Expand its professional services/project management department.** The demand for its product has more than doubled since becoming a NetSuite partner, resulting in 15 new hires in 2020.
- **Improve its Oracle NetSuite revenue share.** All new NetSuite partners get a 50% revenue share on new licenses.

- **Gain a marketing advantage over other ERP providers.** As NetSuite continues "using sports stars for radio and TV spots, our clients have taken notice and are proud to be using a modern cloud ERP connected to the Oracle brand," Duty said.
- **Get direct support.** True Cloud ERP takes advantage of NetSuite training credits, referrals to other partners and advice from the development team on the best methods for integration and support.
- **Offer a flexible, cloud ERP** to a range of commodity customers.
- **Provide customers with a one-stop-shop ERP solution** that's tailored to their industry.
- **Elevate its presence within the commodity sectors** it already serves while exposing the company to new opportunities.

Here's What True Cloud ERP Gets Out of Partnering With NetSuite

- **True Cloud ERP has elevated its status within its own customer verticals.** The company can fold its scale operations, financials, CRM and other elements under a single umbrella. This has increased its customers' confidence in the WeighPay scale solution. "Even if they don't need an ERP yet," said Duty, "they know that if we're connected to Oracle NetSuite, then our front-end [the scale solution] is probably really good."



- **It can shine as both an SDN partner and solution provider.** Working side-by-side with representatives from NetSuite has helped True Cloud ERP strengthen its SDN relationships. “Who doesn’t want more sales?” Duty said. “SDN is helping us mature to the point where we can work even better with our NetSuite direct partners.”
- **It can differentiate its own product within the NetSuite infrastructure.** The SDN partnership also helps True Cloud ERP compete with other solution providers that sell the ERP platform. “We have an advantage because we develop and sell our own software, and because we have a greater understanding of how to position ourselves in the market,” said Duty.
- **The company has a leg up on its competition.** Reflecting on the massive investment that Oracle has made—and continues to make—in NetSuite, Duty is confident in his firm’s ability to stay a step ahead of its competitors. “There’s no competitor out there that has an Oracle-like partner that’s putting millions of dollars into its product every day,” Duty said, adding that the solution’s cloud-based delivery method is another key advantage in the marketplace. “For us, NetSuite matched our larger goal of working with an active ERP and not a dead, on-premises ERP.”
- **True Cloud ERP can move its own internal processes onto NetSuite.** The company is busy servicing its own customers right now but plans to move its own business onto NetSuite in the near future. It will start with [CRM](#), [contracts](#) and [invoice management](#), Duty said, and later bring in both [general ledger](#) and [financials](#).
- **It can leverage a robust partner program.** “The solution provider program is much more than just, ‘Here’s your username and password,’” said Duty, who credits NetSuite support with helping his company sell licenses, scale and strategize for future success. “We work together to figure out licensing and pricing approaches for NetSuite’s different modules.”
- **The partner has access to education.** As True Cloud ERP continues to scale, adds to its team and renews its NetSuite license, it will get new [training courses](#) and educational credits to select from. The company is currently onboarding a new CFO/controller who does not have NetSuite experience and will go through the training needed to manage the company’s books and operations using the platform.

To learn how an Oracle NetSuite partnership can benefit your organization, email us at SolutionProviders@NetSuite.com.



TRUE CLOUD ERP

Company Snapshot

Company: True Cloud ERP

Industry: Cloud solution for commodity trading organizations

Location: San Marcos, Calif.

