

Q&A: Mark Spears

A brief look at the Odoo-powered Noetics ERP

by: Brent Hoskins, Office Technology Magazine

Recently, Office Technology magazine asked Mark Spears, CEO and co-founder of Noetics, to provide a look at his company's product, Noetics. The information he shared may provide some welcome details to those dealers with minimal awareness of the company, but a desire to explore alternatives to their current ERPs.

Spears has more than 30 years of experience in the office technology industry. His journey began in 1991 at Minolta Business Systems. He later worked as a regional director of dealer sales at Ricoh. After his tenure at Ricoh, he worked at HP Indigo, and then as founder and president of Amplified Solutions.

The following are the questions Office Technology asked of Spears and his responses.

OT: What led to the development of the Noetics ERP?

Spears: Noetics was developed to address a long-standing gap in the office technology channel; the lack of a modern, industry-specific ERP platform that combines CRM, field service, leasing, billing, DCA and MPS reporting into one cohesive system. Most dealerships today rely on outdated, siloed software that limits efficiency and growth. We have spent considerable time mapping the day-to-day workflows of dealers and built Noetics from the ground up using real-world dealership input, our industry experience, pilot programs and iterative deployments to ensure it works seamlessly for this industry.

OT: Why was Odoo selected as the platform for Noetics? What about its functionality do you think makes it a particularly good fit for the office technology industry?

Spears: With more than 13 million users, Odoo was chosen for its flexibility, modular architecture and open API framework. It provides a powerful core that we could



innovate on in order to meet the unique needs of dealers — especially around leasing, MPS, managed services and field dispatch. Its scalability and ability to centralize CRM, billing, inventory, marketing and service in one cloud-native solution made it the ideal foundation for a modern dealership ERP.

OT: What can you share about the conversion time and cost from another ERP to Noetics? How difficult is the conversion?

Spears: The conversion time depends on a variety of factors, including the dealership's size, its current platforms and needs. We use a structured onboarding approach with phases for discovery, configuration, training and go-live. Costs vary, but they are typically far lower than traditional ERP systems due to our prebuilt industry modules.

While conversion has its challenges, we mitigate them with tools for data import, strong project management and experienced consultants who have transitioned dealers from a variety of platforms. The conversion can take from 90 days to several months. Before go-live, we ensure a stable environment that meets the dealer's expectations.

OT: Does Noetics handle all company financials and run all financial reports that an office technology dealership would need?

Spears: Yes. Noetics includes full accounting — general ledger (GL), accounts receivable (AR), accounts payable (AP), bank reconciliation, fixed assets and more. It supports multilocation, multientity reporting and can handle lease pass-throughs, commissions, sales tax (including Avalara integration) and detailed profitability analysis by contract, customer or rep. Financial dashboards are built in, and custom reports can be added as needed, without the need to place a help-desk ticket.

OT: How does Noetics incorporate managed IT services into its solution?

Spears: Noetics includes modules for help desk, service-level-agreement (SLA) tracking, time-based ticketing, project management and contract billing — all tailored for managed IT. Whether you are doing block-of-time support, MSP packages or reactive tickets, Noetics can track, bill and report on IT services seamlessly alongside your print and equipment contracts. That being said, Noetics also integrates with a variety of popular platforms dealers are currently using.

OT: Do you provide a mobile app for field-based services?

Spears: Yes. Noetics includes a mobile app for iOS and Android that field technicians use for service calls, part usage, meter reads, signatures, time tracking and photos. It syncs back to the central database in real time, giving dispatch and service managers full visibility.

OT: How can the use of Noetics help a dealership increase its sales and profitability?

Spears: By unifying data, automating repetitive tasks and providing real-time visibility across departments, Noetics helps eliminate inefficiencies and bottlenecks. Sales reps benefit from automated quoting, CRM tracking and commission reporting. Service departments operate with tighter SLAs and predictive dispatch. Finance teams close faster and collect more quickly. Ultimately, that means higher margins, faster deals and better customer retention. These soft cost savings, combined with more profitable payment processing methods, all create a unique and more profitable platform.

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OT: You currently have around 15 vendor partners and 10 integrations. What can you share about these partnerships and what they mean to the users of Noetics?

Spears: Our vendor relationships allow Noetics users to automate everything from lease approvals to DCA monitoring to part sourcing. These integrations are built to reduce double

entry, shorten transaction cycles and deliver true automation — from supply shipping to billing to service alerts.

OT: Please provide an overview of the training and support that Noetics can provide dealers.

Spears: Every deployment includes a combination of virtual training, train-the-trainer workshops and on-demand video libraries. After go-live, we offer support with base monthly hours included via our help-desk portal and offer an SLA with each project.

OT: What can you share about the e-commerce capabilities of the Noetics ERP?

Spears: Noetics supports full e-commerce with integrated inventory, pricing and checkout — which is ideal for dealers selling supplies, services, promotional items, furniture or even commercial printing online. We also enable portals for customer reorders, service requests and account management. ■

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