

---

# NetSuite Retail Case Studies

---



Cumula **3** Group

# A Brief Affair

## GROWING ONLINE SPECIALTY RETAILER



**-\$60K annual savings** with integrated order processing



**-\$50K annual savings** with real-time inventory visibility



**-67% cut** in order-to-cash cycle

“NetSuite's integration has helped us streamline and organize the company so we don't have to worry about growing the business.”

**CHALLENGE:** QuickBooks and manual order processing limited growth in products and customers



–**Real-time visibility** and control over large volumes of goods purchased



–**Precise tracking** of goods for rapid distribution and optimal product mix



–**Automated** invoicing and purchasing minimizes manual work

“NetSuite enables us to know in real time what our inventory position is and what's in the sales pipeline.”

**CHALLENGE:** Needed real-time visibility and efficiency to meet the demands of a fast-growing complex liquidation business



**Real-time** business view: sales, customers, inventory, costs, profitability and more



**–Reduced** order management processes from days to same-day shipping



**–Saved \$12,000/year** previously spent on data backups, hardware, IT maintenance

“NetSuite has been revolutionary for us. Having everything under one roof has greatly improved our efficiency.”

**CHALLENGE:** Manual work required to piece together caused delays in financial reporting, fulfilment and other processes



**-25% annual growth** since deploying NetSuite  
in 2003



**-\$120,000 savings** annually on purchasing, operations  
management and CRM



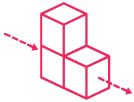
**-0.9% customer refund rate** vs 3.5% industry  
average

“Our growth has a lot to do with NetSuite. The efficiency we gain with NetSuite translates into cost savings and a real competitive advantage.”

**CHALLENGE:** Needed competitive advantage of an integrated business solution against larger retailers



–**Easily monitor** re-order points, stocking levels, etc., using KPIs and reports



–**Real-time inventory** allows easy movement of stock around the world



–**Improved** purchasing power with automatic currency adjustment

“ The advanced features in NetSuite allow us to drive efficiency, speed and control of our financial process across our operations. ”

**CHALLENGE:** Difficult to plan demand around new devices, manage multi-country inventory, currency conversion issues



## FAST GROWING BIKE RETAILER



**-60% reduction** in cart-abandonment rate



**-75% cut** in order-to-ship processing time



**-4x increase** in daily orders shipped

“ We can now rely on real-time inventory information across multiple warehouses and multiple retail stores. We no longer have to worry about the future.”

**CHALLENGE:** Lack of inventory visibility prevented growth, manual data entry delayed response to customer inquiries



**Five-fold increase** in ecommerce site traffic and orders in just six months



**Website automatically adjusts** to smartphones and tablets, driving 28 percent of traffic



**Four days a month** saved in eliminating manual order entry and managing back orders

“ We can now provide our B2B customers with a superior online shopping experience, while reaching new B2C customers. So far, the response from customers has been incredible. ”

– CHALLENGE: [Lack of web-backed integration, email ordering created many hours of manual work](#)





## LEADING RETAILER/DISTRIBUTOR OF HIGH-END AUDIO EQUIPMENT



**Strong online sales growth** fueled by native ecommerce and inventory management integration



**Reduced** carrying costs with on-demand views to current stock levels and streamlined replenishment



**Real-time** information has transformed Dale Pro Audio into a data-driven, results-oriented business

“ There’s a large opportunity for ecommerce out there. NetSuite has allowed Dale Pro Audio to fulfill its ecommerce dream. ”

– CHALLENGE: **Fragmented environment caused slow order processing with time-consuming manual work**



**75% reduction** in paper usage reinforces Ecoclean's eco-credentials



**30% reduction** in administrative enquiries with visibility for both HQ and regional offices



**>80% less time** spent on new-franchise training

“NetSuite has completely transformed the way we do business.”

– CHALLENGE: Manually processing of sales data and billing information prevented visibility, stymied growth



**125% increase** in order shipments with real-time inventory data, immediate order acceptance



**33% reduction** in raw materials storage space



**33% increase** in inventory turns and stock-outs reduced by 25%

“ NetSuite and eBizNET (WMS partner) have brought us to the point where our supply chain execution complements our product and marketing arsenal and we can compete with anybody. ”

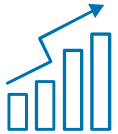
**CHALLENGE:** Order delays, inefficient use of warehouse and inability to track product movement hurt growth and customer satisfaction

# glassybaby

## GROWING GIFTWARE PROVIDER



–**Scalability** for business growth to \$7M in sales



–**Continued expansion** of B2B sales at more than 50 gift shops, restaurants and boutiques



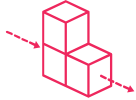
–**Single set** of customer records for in-store and ecommerce

“NetSuite is a very complete system that’s easily adaptable to your needs. It’s simple to maintain and scalable as you grow.”

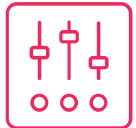
**CHALLENGE:** Lacked scalability for growth, and data delays, manual processes made aligning production to demand difficult



**1,100%** sales growth



**Seamless multi-location** inventory management



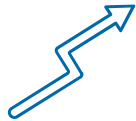
**Streamlined process** to add hundreds of new products daily

“Using NetSuite, rather than a traditional in-house solution, allows us to reduce upfront investment and keep our money focused on growing the business.”

**CHALLENGE:** Evaluating global profit/cost and managing inventory impossible with disparate systems



## GROWING ONLINE SPECIALTY RETAILER



**-75% improvement** in response to customer inquiries



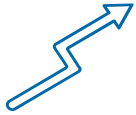
**-25% reduction** in time-to-ship



**-10% cuts** in shipping costs

“It used to take a week or two to ship a 2,000-pound car lift. With NetSuite we can make most of our shipments in just 2-3 days. That's a huge competitive advantage.”

**CHALLENGE:** Build competitive advantage by improving shipping and service performance, inventory management



**-3x growth** in locations in three years



**-8% annual growth rate** in a difficult economy



**-80% reduction** in quote time through improved pipeline efficiency

“With NetSuite our salespeople can organize their workday, and we can deliver sales quotes that are impressively accurate.”

**CHALLENGE:** Difficult to handle complex sales quotes manually



**-\$500K saved** over cost of on-premises installation



**-25% increase** in Ecommerce sales



**-Real-time data** for call center, marketing, web, accounting, retail stores, IT and CEO

“NetSuite has helped us improve customer service and order fulfillment. Plus it’s flexible enough for us to affordably customize.”

CHALLENGE: Too many order fulfillment errors, and unreliable accounting





**Accelerated business transformation**  
from mail-order catalog to multi-channel retailer



**Complete visibility** into sales orders  
across channels, inventory and customers



**Easily fulfill orders** with same-day shipping

“NetSuite enables us to literally guide the business in real time.”

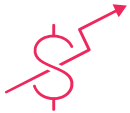
**CHALLENGE:** Point solutions couldn't provide business transparency to grow or optimize global supply chain



**Reduces 100-line** order processing time from 3 days to 10 minutes



**98% reduction** in mis-picks and 50% boost in warehouse output



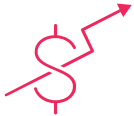
**50% growth** and \$50,000 annual savings over server-based system

“ Thanks to NetSuite, we know we can grow the company without worrying about whether we'll have the IT resources to keep up. ”

**CHALLENGE:** Manual order processing and warehouse picking slowed shipping and delivery performance



**-50% reduction** in staff with automation of online order processing (75,000 shipments/year)



**-35x revenue growth** in three years



**-Integration** of ecommerce and financials provide accurate, up-to-date reconciliations

“With NetSuite we're able to process more orders more efficiently, and can grow our business without growing our staff.”

**CHALLENGE:** Multiple standalone software applications derailed efficiency, increase costs



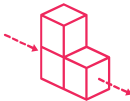
## GROWING E-TAILER OF MOTORCYCLE GEAR



**One** integrated system for ecommerce, financials, inventory, order management, CRM, marketing



**Saved 1 FTE in IT** with NetSuite's cloud solution vs. on-premise software and servers



**Integrated inventory** and ecommerce simplified stock tracking while expanding >5,000 SKUs

“ We went with NetSuite because it had everything in a single solution—ecommerce, accounting, CRM, inventory and more. ”

– CHALLENGE: Manual business processes to manage and manipulate data in multiple systems hamstrung growth



**Easily grew 30%** with process integration and doubled order-volume capacity



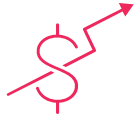
**Integration** organizes and improves major process flows (drop-ship, real-time order tracking, support)



**Provides an ecommerce** foundation for new business opportunities

“ NetSuite lets us record the status of orders for reporting to the relevant parties—even better, it does it in real-time. ”

– CHALLENGE: [Manual sales/accounting wasted time](#), [lack of real-time communication with suppliers hindered growth](#)



**-300% growth** in sales to \$5M turnover in the first year



**-90% reduction** in order fulfillment error rate



**-5x increase** in smartphone conversions

“NetSuite was the only ERP system that could integrate all our functions and give us a seamless process from order to dispatch.”

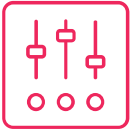
**CHALLENGE:** Poor integration between inventory, POS and credit card terminal caused costly IT support, order errors



LEADER IN PORTABLE GPS DEVICES



**3x increase** in daily online transaction processing



**Seamless integration** between webstore and on-premise Oracle financials



**Cut product launch times** from 3 months to 1 week

“NetSuite unifies our Ecommerce efforts on a single platform, and gives us real-time order processing unavailable with our outdated legacy system.”

**CHALLENGE:** Needed real-time transaction processing and reporting, integration between web store and financial system

# ORLEBAR BROWN

POPULAR LUXURY CLOTHING PROVIDER



–**Immediate improvement** to profit margins



–**Real-time inventory**, purchasing and distribution information from integrated POS systems



–**Role-based dashboards** deliver real-time information on purchasing, inventory and KPIs

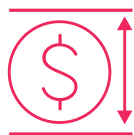
“NetSuite gave us real-time access to what’s happening in the business. We were able to use that intelligently to see what works.”

CHALLENGE: Growth was limited, couldn’t handle inventory management with outdated information





## LEADING ONLINE RETAILER OF FARM/COLLECTABLE TOYS



**-\$100K annual savings** over cost of comparable on-premise business software



**-25% increase** in order-to-cash process speed



**-27% increase** in webstore traffic with SEO reporting

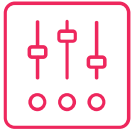
“With NetSuite, we're running a lot more efficiently. Growth isn't a problem now—it's an opportunity we can make the most of.”

CHALLENGE: Needed to transition from phone to webstore for order placement and keep customers happy, supply chain

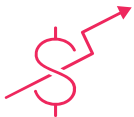
efficient



–**Real-time visibility** into sales, inventory, manufacturing, accounting and customers information



–**Streamlined transactions** with purchase order automation



–**25% annual growth** in sales since deploying NetSuite

“Very comfortable knowing that if our business doubled tomorrow, NetSuite could handle the growth.”

CHALLENGE: Manual record-keeping, paper-based order management delayed deliveries, increased costs



## LEADING TACTICAL GEAR RETAILER



–**Unified solution** for financials, inventory, ecommerce and retail POS



–**Process transactions** capture customer data, in 22 stores across 10 states



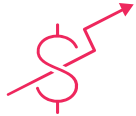
–**Simultaneously publish** content and images to both B2C and B2B websites

“ We really feel NetSuite is the top, best-in-class solution, head and shoulders above the competition. ”

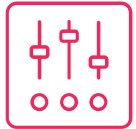
CHALLENGE: Business growth, customer visibility limited by using multiple different applications



## LEADING MERCHANT OF HAND-CRAFTED COFFEE



**-400% revenue increase** since 2010, with rapid growth to 13 Bay Area coffee shops



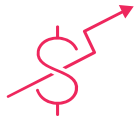
**-Streamlined** wholesale distribution channel to 100+ buyers, simplified coffee procurement



**-Real-time visibility** into stock in stores and 20,000 square-foot warehouse

“NetSuite is a very important tool that helps us work efficiently and effectively, so we can scale and grow faster.”

CHALLENGE: **Lacked scalability and functionality to support growth**



**5x revenue growth** since 2005



**\$100K reduction** in inventory costs by avoiding overstock, identify wines ideal for promotion



**Increased** efficiency with real-time shipping rates, automated labels, delivery tracking/confirmation

“NetSuite is an excellent business backbone. It’s helped us grow our sales 5x. There’s no way we could manage our company and cash flow without it.”

– CHALLENGE: Time-consuming and error-prone ordering and inventory management, complicated monthly financial close



**65% increase** in revenue; made the 2014 Inc. 500 List of America's Fast-Growing Private Companies



**Multi-currency conversion** enables transactions across three continents



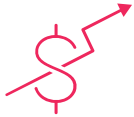
**Improved** customer service response and effectiveness without adding additional staff

“ NetSuite is a great platform for high-growth companies. Having all sales, inventory, order, fulfillment and customer information on one platform is extremely valuable. ”

– CHALLENGE: Limited visibility into sales by channels and inadequate capacity for transactions and inventory



## EXPANDING E-TAILER OF RUGGED AND DISTINCTIVE LEATHER



**50% revenue growth** since implementing NetSuite



**Easily manage** 5 subsidiaries, with multi-currency transactions and local tax compliance



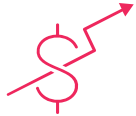
**100% e-tail business** with full integration between webstore, inventory, financials, CRM

“Because of the functionality inherent in NetSuite, we're able to do things we could never have done before.”

– CHALLENGE: Excessive time spent on manual data entry, difficult to manage disconnected webstore



## GROWING MOBILE PHONE AND GADGET CASING MANUFACTURER



**583% growth** from about \$1M to \$14M



**\$1M annual savings** in capital and maintenance costs



**50% faster** order-to-cash cycles with faster invoicing

“With NetSuite, we can commit to on-time wholesale product deliveries to Apple's regional hubs, and can respond to their queries quickly and accurately, without risking stock run-outs.”

– CHALLENGE: Limited business software prevented process integration, visibility, and growth





**Tripled** monthly accessory sales, without need to hire admin staff



**\$24,000/year saved** versus previous software



**98% reduction** in order processing time

“With NetSuite, we've boosted business processes, and we're able to do serious, proactive marketing, which is just what we need.”

– CHALLENGE: Wanted to expand, but QuickBooks and proprietary systems couldn't scale



**8x growth** from 2007 to 2011 with just three sales professionals



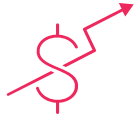
**50%** of all transactions shifted to the web



**Only 5 minutes** required to update thousands of products

“NetSuite's cloud-based model allows us to scale without having to worry about additional IT infrastructure.”

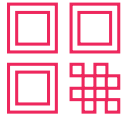
– CHALLENGE: Company required affordable, agile solution to support growth and allow focus on strategic goals



**25-30%** year-over-year annual revenue gains for the last six years



**Automatic updates** of client inventory by scanning QR code of wine being consumed



**QR code** also gives access to Soutirage Notes, glassware, and the opportunity to share information

“If we didn't have NetSuite, we'd probably need twice as many people in the company.”

– CHALLENGE: Start-up company needed scalable solution for growth without high capital costs



**78% boost** to page views; 56% increase in unique visitors; 45% online sales increase



**34% increase** in yearly sales with just a 10% increase in inventory



**Save cost** of 10 FTEs with more efficient warehouse management

“NetSuite gives us a fully integrated system that supports our growth from \$5M to \$50M and beyond.”

– CHALLENGE: Needed to maximizing ecommerce performance with warehouse-management to drive growth



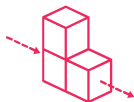
## PREMIER BICYCLE AND ACCESSORY RETAILER/DISTRIBUTOR



**Grew** retailer network to over 800 active merchants; streamlined transactions with 8 manufacturers



**Consolidated view** of 350,000 consumers for enhanced customer service and sales effectiveness



**Precise control** and insights into stock of 2,500 SKUs with multi-location inventory management

“NetSuite alleviates the need to maintain a complicated IT infrastructure with servers, security risks, and backups.”

– CHALLENGE: Difficulty accessing and utilizing critical business data, fragmented infrastructure prevented growth



## LEADING MULTICHANNEL RETAILER OF AQUARIUM AND PET PRODUCTS



**Single view** of customer activity across website, retail superstore and call center



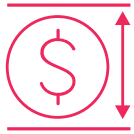
**Employs CRM data** for aggressive email marketing, and a widely used loyalty program



**Single data set** covering products, finance and customers provides agility to grow

“ We've had a big advantage in cost savings by moving ecommerce content management from IT to back-office staff because NetSuite is so easy to use. ”

– CHALLENGE: Previous system lacked robust accounting and financial reporting capabilities, required constant IT care



**Saves \$100K** in server hardware and on-going IT headcount



**Supports** consolidated international analytics and reporting



**50% reduction** in accountant billable hours with NetSuite analytics and reporting

“NetSuite is powerful enough for us to enhance, refine, and grow with it.”

– CHALLENGE: [Replace failed migration from start-up software to Microsoft Dynamics GP](#)



## LEADING COLLECTIBLES RETAILER



**25% improvement** in order management efficiency



**Easily support** multi-channel B2C and B2B sales from collectibles shops and other retailers

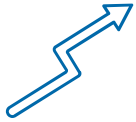


**Robust** retention capabilities have helped drive recurring sales through subscription-based programs

“ Since switching to OMX, customers are getting goods faster, and it takes us less time to make that happen. ”

– CHALLENGE: Needed functionality and integration capability to scale across a multi-channel environment of B2C and B2B sales





**4x expansion** in product offerings, innovating with integrated POS and ERP



**Robust reporting** with centralized POS and ERP data allows ROI measurement by promotion



**Save 10 hours/week** by automating inventory management

“With NetSuite, we see real-time customer, transaction, and inventory data. We can focus on our mission: creating holiday magic.”

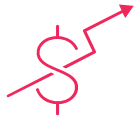
– CHALLENGE: Disparate POS and ERP systems inadequate to support growth, unable to track promotion effectiveness



## POPULAR UK TV HOME-SHOPPING NETWORK



**Saved £50,000/year** over the cost of an equivalent server-based system and its maintenance



**£8,000 revenue** generated with improved email marketing



**Saved £3,000** with automated VAT reporting

“NetSuite has helped us maintain strong growth, and prepare for the future, while keeping capital expenditures to a minimum.”

– CHALLENGE: Needed to simultaneously support growth and reduce costs to fight downward price competition



**Real-time visibility** into over 10,000 SKUs stocked at warehouse and distribution center



**Consolidated view** across more than a million B2B and B2C customers across the world



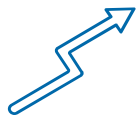
**Simplified** financial consolidation across separate wholesale and retail business units

“ We've seen a 600% revenue increase in the past 3 years, and we could not have efficiently fulfilled those orders without a system like NetSuite in place. ”

- CHALLENGE: [Lacked scalability and efficiency to support growth](#)



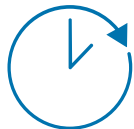
## LEADING AUSTRALIAN VETERINARY AND PET STORE



**120% growth** in profitability and 50% increase in order volumes



**Transformed** the business, from inventory to shipping to customer service, with zero IT headcount



**Real-time** order tracking has accelerated response times, improving customer service and satisfaction

“Before we deployed NetSuite, we had zero visibility into our business. NetSuite has given us the ability to think, analyze and plan like a large retailer.”

– CHALLENGE: Rapid expansion outpaced previous manual, inadequate systems; had no visibility into business performance

# WineMarket

PREMIER RETAILER OF WINE PRODUCTS



**Automated** order processing easily handles 650% increase in orders



**50% increase** in website conversion



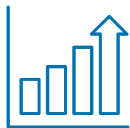
**95%+** first-call resolution, and 75% reduction in call-back time

“ Now we can handle all the orders we get, our business processes are simplified, and we've got a smooth path to near-infinite growth. ”

– CHALLENGE: Maximize growth while keeping costs low; needed to replace slow, error-prone manual order processing



## GROWING ONLINE SPORTS RETAILER



**400% sales growth** without additional staff



**Order automation** and shipping integration freed 5 employees for customer service



**Integration** with payment processors enables better negotiation of payment processing rates

“NetSuite is helping us handle substantial growth in order volume without on-site hardware, software and an IT support staff.”

– CHALLENGE: Excessive time spent on manual data entry; difficult to manage disconnected webstore