



Retail Management Solutions

www.rm-solutions.com

At A Glance:

- **Company:** Retail Management Solutions
- **Location:** Olympia, WA
- **Industry:** Computer Software
- **Challenges:**
 - Software vendor needed complete business package that would track sales, inventory, and accounting
 - Needed to allow partners and investors to access some of this information
- **Software switched from:** Siebel/UpShot, Peachtree
- **Results with NetSuite:**
 - Company saved \$100,000 in IT and administrative salaries
 - Saving between \$2,000 to \$5,000 every month through UPS integration



“NetSuite is a competitive advantage that we show off to prospective investors. They like how we can give them access to certain processes and they love how transparent the system is.”

— Brad Jones, CEO
Retail Management Solutions

The Results: Admin and Customer Service Savings

CEO Brad Jones says NetSuite allowed Retail Management Solutions - a point-of-sale application for the pharmacy industry - to expand during a period of enormous growth without having to add IT or administrative staff. “I believe at minimum, we would have had to add at least four new administrative people at \$25,000 per head.”

Also by using the link to UPS, he estimates the company saves another \$2,000 to \$5,000 each month in administrative costs. “A customer service request that used to take two people and up to eight hours to complete, now only takes one person who can answer the question in 30 seconds.”

The Challenge: Disparate Databases

A company whose sales are driven by its geographically dispersed sales force, Retail Management Solutions knew that a hosted, Web-based product was the answer to its productivity problems. “We were using UpShot for our sales force automation, which we liked, but all it could do was the SFA piece,” Jones says. “We couldn’t tie it to our accounting system or our support system.”

The result, he says, was an operation based on a series of disparate databases. “We had one for sales, one for accounting and one for customer support. Also, each employee would have his or her own database within Outlook. So nothing was synched up and nothing was communicating.”

Jones stumbled upon NetSuite at exactly the right moment. The company was poised to grow significantly and he says, it could not have accommodated that growth without NetSuite’s order management, accounting, CRM and SFA applications integrated into one database.

 Find out more: contact NetSuite, Inc. at 1 877 NETSUITE or visit www.netsuite.com



“Being able to track complaints or requests by customer record saves us a lot of time in dealing with partners, vendors and customer issues because all of the data is stored in one place.”

— Brad Jones, CEO
Retail Management Solutions

The Solution: What Investors Want

Even more important, NetSuite was responsible for attracting at least one prospective investor, he says. “NetSuite is a competitive advantage for us - and we say that to our investors.” Jones says investors like NetSuite’s ability to give them access to certain parts of the company’s financials and sales pipeline. One investor made a “nice-sized” investment with the company, Jones says, “and I believe showing them NetSuite was one of the factors that clinched the deal.”

NetSuite, however, delivers far more value to Retail Management Solutions than just convincing investors of the company’s worth, he continues.

“We use literally every single feature of NetSuite. They must number in the thousands,” he says, citing, to name just a few, the accounting and financials, the Dashboard that allows him to take a quick look at real time metrics most important to him, and the UPS link.

In particular, Jones singles out the custom code capabilities that allow the company to tweak the application to its specific needs.

“Partner relationships with vendors that sell complementary products to our market are one of the main ways we sell our product. NetSuite allows us to give our partners the ability to look online to see which customer has what products and thus are best suited to be a lead.”

The customer service features have been instrumental in developing better customer relationships, he adds. “Every aspect of the service operation is more efficient because of the case tracking and knowledge base we are able to build around the same - and sole - customer order.”

“Being able to track complaints or requests by customer record saves us a lot of time in dealing with partners, vendors and customer issues because all of the data is stored in one place.”

Another feature that provides the service rep with a photo of the physical layout and construction of the customer’s system has proven invaluable in developing customer loyalty, Jones says.

“The rep can see where the switches, routers and other system pieces of the customer’s product layout. So when the rep is talking to the customer, he can better direct him as to what exactly he needs to do - i.e. tell the customer, ‘you need to reconnect the cable from the black box to the blue,’ and so on. This gives the customer a tremendous amount of confidence in us. That this database can store all this data about the customer - in one record - is incredible.”

 Find out more: contact NetSuite, Inc. at 1 877 NETSUITE or visit www.netsuite.com