



Rock Bottom Golf

www.rockbottomgolf.com



At A Glance:

- **Company:** Rock Bottom Golf
- **Locations:** Norfolk, VA
- **Industry:** Retail, Electronic Commerce
- **Challenges:** To find an accounting and reporting package that could easily help scale Rock Bottom Golf's business across eBay and other channels
- **Software switched from:** QuickBooks
- **Other software considered:** Great Plains, Peachtree
- **Results with NetSuite:**
 - Savings of \$100,000 a year in IT equipment and maintenance costs
 - Automated data integration does the work of four full-time employees—and allows more pro-active, more informed strategic planning



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— Todd Rath, Chief Operating Officer
Rock Bottom Golf

The Results

With NetSuite, Rock Bottom Golf, a top seller of golf equipment on eBay, has been able to grow without having to change the way it does business. By integrating easily to Rock Bottom Golf's channel management provider, ChannelAdvisor, an eBay third party developer, NetSuite has enabled the company to focus on its future growth, not rebuilding its infrastructure.

“We’re saving \$100,000 a year using NetSuite,” says Todd Rath, the chief operating officer at Rock Bottom Golf. “It’s a hosted environment, so we don’t have to worry about managing servers or maintaining systems. It also allows us to scale. We can grow without having to add new systems or upgrade the ones we have.”

By integrating Rock Bottom Golf with eBay and other sales channels, NetSuite allows the company to make quicker, more informed business decisions. “What NetSuite allows us to do is analyze data in real-time and quickly decide what products we should focus on, and what products we should liquidate,” says Rath.

“eBay Web Services (also known as eBay’s APIs) is designed to allow third party developers like ChannelAdvisor to build applications to increase the efficiency of selling on eBay,” said Greg Isaacs, director of the eBay Developers Program. “We are excited to see this type of integration between eBay, NetSuite and ChannelAdvisor to specifically support Rock Bottom Golf.”

That same integration means that fewer employees need to touch, move, or manipulate data. This has not only resulted in fewer errors, but greater efficiency. “We’re saving the work of four people,” says Rath. “The results we’re seeing with NetSuite—they’re just huge.”

The Challenges

For Rock Bottom Golf, selling online presented vast opportunities to exploit—and worrisome pitfalls to avoid. Yet growing its profits without stepping on a few landmines was not point-and-click simple. Or at least it didn’t seem that way when the company, which sells close-out golf

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equipment, launched in 1998. Rock Bottom Golf was selling products on various online marketplaces—most notably, eBay—but integrating sales from different channels, and trying to get a handle on business trends, was proving to be a surprisingly difficult task. That difficulty, Rath feared, was something that could keep the company from realizing its full potential.

“It was a mess,” says Rath. “We had to take all of our sales data from each marketplace and manually upload it to QuickBooks and spreadsheets. Not only was that inefficient, but it was leading to mistakes. Whenever you have too many people touching too much data, you’re bound to get errors. That’s not good for any growing company.”

Yet solving the problem quickly proved to be a challenge in itself. Rock Bottom Golf used ChannelAdvisor to manage its sales and auctions on different online marketplaces, and any solution had to integrate to this tool. “What we needed was a back-end for ChannelAdvisor in order to support our sales on eBay and other channels,” says Rath. “That meant we needed a system with an open architecture. We looked at a bunch of different platforms, including Great Plains and Peachtree, but NetSuite was clearly the best of breed. Its open architecture made it easy to integrate with other applications - and that was essential for us.”

Essential, too, was the ability to keep Rock Bottom Golf’s data and applications hosted off site. “We don’t have a chief technical officer and we didn’t want to have one,” says Rath. “We’re very virtual. We want to do everything over the Web. That not only saves us time and money but also lets us do our job from anywhere. Having NetSuite host our back-end was key for our business.”

The Solution

Before it could go live with NetSuite, Rock Bottom Golf needed to integrate it with ChannelAdvisor and the multiple marketplaces in which it did business. ChannelAdvisor developed a connector that sat between NetSuite and Rock Bottom Golf. The system proved so successful that it’s now being used by a dozen or so other companies. “We’ve taken a lot of calls because of what NetSuite and its integration with ChannelAdvisor have done for us,” says Rath. “NetSuite now allows us to manage our sales on eBay and other channels seamlessly.”

The seamless integration between NetSuite and ChannelAdvisor enables Rock Bottom Golf to manage its business in a more efficient, more accurate way. “We’ll have sales and data coming in to our different marketplaces all day long,” says Rath. “At the end of each day, all of this information goes to ChannelAdvisor, which then sends it at midnight to NetSuite. So at 1 a.m. I can already look at comprehensive sales reports for the past day, and see which SKUs are moving and which are not.”

Integrated sales information has enabled Rock Bottom Golf to develop its business without developing headaches. “Without that real-time data, we wouldn’t be able to make the decisions we need to make,” says Rath. “NetSuite lets us formulate our strategy for the next day, the next week, the next month. It tells us what we need to focus on—and saves us a lot of time, money, and grief.”

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