



Mud Hole Custom Tackle

www.mudhole.com



At A Glance:

- **Company:** Mud Hole Custom Tackle
- **Location:** Orlando, FL
- **Industry:** Electronic Commerce; Retail (Mail Order)
- **Challenges:**
 - Accounting, sales, and ecommerce were not integrated
 - Ecommerce capability was hard-coded and inflexible
- **Software switch from:** SBT/ACCPAC, custom development
- **Results with NetSuite:**
 - Improved operational efficiency by reducing staff while increasing sales
 - Opened a flexible, attractive Web store that accounts for half of all orders



“Our efficiency has increased by 50 percent with NetSuite, so we can pump out more products now with fewer people.”

— Tom McNamara, Owner,
Mud Hole Custom Tackle

The Results

Mud Hole Custom Tackle adopted NetSuite to run its accounting, sales, and ecommerce operations and realized immediate benefits in flexibility, customer satisfaction and order volume. By leaving behind its inefficient, custom-built commerce site for NetSuite's Web Store and leveraging the matrix capabilities that govern different sizes and designs of thousands of catalog items, the company has been able to seamlessly handle a growing amount of online orders.

In fact, the company's transition to NetSuite in 2003, with the help of Skytek Worldwide (www.skytek.com), enabled Mud Hole to expand its business reach without increasing staff size. “Our efficiency has increased by 50 percent with NetSuite, so we can pump out more product now with fewer people, while our customer satisfaction and repeat order rate has increased as well,” owner Tom McNamara says.

Fully half of Mud Hole's daily orders now come through the NetSuite Web Store, co-designed by NetSuite partner Gprox. “They helped us take our NetSuite online store to the next level.” All orders are now tracked in the same database as customer information and accounting, improving the speed and efficiency of both billing and after-sale marketing and support.

NetSuite's all-inclusive capabilities have given this serious angler's company more time to worry about customers and product, and less time worrying about systems and technology. “As far as I'm concerned, anyone who buys anything other than NetSuite is just throwing their money away.”

The Challenges

Fishing enthusiast and entrepreneur Tom McNamara wanted to take his business further than it could go with an outdated, un-integrated mix of SBT/ACCPAC accounting and a custom-coded ecommerce site. The Orlando-based vendor of highly specialized fishing rods and rod components hit a ceiling and faced a difficult path to continued growth.

Changes to the company's existing Web store were cumbersome and time-consuming, and tying together customer records and sales activity proved a challenge for the niche company.

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



“As far as I’m concerned, anyone who buys anything other than NetSuite is just throwing their money away.”

— Tom McNamara

Owner

Mud Hole Custom Tackle

The Solution

Through the help of NetSuite Solution Provider Skytek Worldwide, Mud Hole now has a single solution for accounting and sales that allow its fifteen employees to sell and service customers more effectively. On the ecommerce front, Mud Hole has used NetSuite’s powerful inventory matrix to quickly populate its entire stock of 12,000 SKUs in the hosted and managed NetSuite database, ready to be ordered through the Web Store by customers 24/7. And NetSuite’s built-in multiple level pricing structure allows Mud Hole to offer business-to-consumer (retail) and business-to-business (wholesale) pricing on its Web site.

McNamara says the solution has been both revenue-positive and efficiency boosting for Mud Hole. “I flew around the country to different industry conferences and test drove many competitors’ systems to see if I could find a better system than NetSuite, and I couldn’t,” McNamara explains. “Other systems I reviewed were based on database systems, and when I mentioned ecommerce, they all admitted they faced legacy issues. NetSuite’s fully hosted solution and established product was years ahead of any other system that relied on co-located and synchronized databases. Not to mention, when the total cost of ownership was factored, NetSuite again out-shined other solutions.”

For McNamara, it was a decision he didn’t regret. “I was impressed enough to invest in NetSuite years ago and today I am even more impressed with some of the new features NetSuite has added in the Web Analytics module. We could not be happier with our investment in NetSuite and its commitment to improve and grow its product.”

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