



The Inside Store

www.theinsidestore.com



At A Glance:

- **Company:** The Inside Store
- **Locations:** New York
- **Industry:** Electronic Commerce, Retail
- **Challenges:**
 - Upscale online home store needed integrated solution at low-cost both upfront and long-term
 - Needed Ecommerce product to streamline its supply chain and make it visible for customers and staff in real-time
 - Needed Ecommerce solution that could keep IT staff lean and keep learning curve low
- **Software switched from:** QuickBooks, Four Seasons
- **Other software considered:** Salesforce.com
- **Results with NetSuite:**
 - Reduced customer/sales call abandonment from 20% to 4% monthly
 - Saved thousands compared to other solutions considered
 - Provided long-term growth and integration solution for company and its outside vendors



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—Eli Katz, Founder
The Inside Store

The Results

Switching to NetSuite Small Business has given The Inside Store a transparent path for expanding its business. For Founder Eli Katz, using NetSuite to successfully integrate the store’s supply chain processes has enabled not only himself but his sales team to focus on growing the business.

“Originally we used QuickBooks, which was not customer-centered. Then we went to another application, Four Seasons, but found we had to use four or five different solutions to get everything that NetSuite could provide to us in one. That was vitally important to us because I wanted to have everything in one place, so I could devote my attention to expanding and growing my business,” Katz says.

Since its inception, the application has reduced the abandoned customer call rate from 20 percent a month, to less than four percent. Katz says implementing NetSuite has reduced the rate by freeing up his sales staff from paper-chasing, and instead giving both them and the customer complete visibility on any order. “Since I started using NetSuite, my monthly volume is doubled what it was prior to using it.”

NetSuite Small Business delivered the results that Katz required not only at the order processing level, but also offered it at a lower price point and with much less impact on the technical training level.

“NetSuite gave us a foundation to do everything together,” says Katz. “I’m a pretty technically savvy manager and not having to devote more time to training staff or expanding staff, or worry about how you’re going to be gouged in the future if you add users, are the things that determine the difference between long-term success and failure. You want an application that allows you to make better decisions and expand your business.”

The Challenges

At The Inside Store, a \$6 million and growing online retailer of home furnishings, home fixtures and accents, meeting the challenge of order management means efficiently delivering to customers everything household related — including the kitchen sink — in a timely and responsive fashion.

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Meeting the drop ship challenge lies in delivering that kitchen sink to a particular customer through a supply chain model dependent on a network of manufacturers and dealers across the country—and doing so in the most expedient and responsive way possible.

For Eli Katz, depending on non-integrated applications in the form of QuickBooks and Four Seasons was no longer an option. Katz describes his frustration in “playing around and trying to make all these applications work together” as the primary reason for looking for an all-in-one solution.

“We wanted everything to be streamlined for efficiency, a robust platform, and we wanted a company that had a continuing investment in upgrading their products, but not slamming those costs down to the customer,” says Katz. “In the past, we found that other vendors would upgrade something and then it would cost us \$50,000 to get that upgrade.”

In exploring CRM options, Katz had considered Salesforce.com, but said it could not provide the order management the company knew to be an integral necessity in any solution they would ultimately choose.

“Some vendors we looked at when we were exploring applications were not very friendly to companies with only twenty employees or so, and we also knew they weren’t going to work long-term because if we wanted to add users, there was always a price point associated with that.”

NetSuite offered Katz and his team room to grow without the additional cost per users.

Katz wanted his supply chain to have visibility to both the customers and the sales people.

The Solution

With the implementation of NetSuite, Katz found the level of customization the product offers has been outstanding in meeting his store’s needs. “NetSuite has a tremendous amount of power to really structure the application in the way you need—whether it be in visibility, the metrics, the reporting, or the dashboards. That has a lot of appeal,” says Katz.

Beyond the low training impact, Katz also values the transparency that NetSuite brings to his sales and customer transactions and says it has allowed The Inside Store to differentiate itself even more from its competitors by significantly raising its level of customer service.

“NetSuite has allowed us to expand and improve upon what we offer to our customers,” says Katz. “I think of it as democracy in motion. We’re helping the sales staff, the call center, and the customer all at the same time.”

And Katz particularly likes the all-knowing power NetSuite’s real-time dashboard offers, and says it’s something he truly relies on. “Because the dashboard is set up with all the parameters of our system, I always know what’s going on with our system no matter what. I have the ‘all seeing eye’ at all times. I love the dashboard,” he says.

Having already been through one NetSuite upgrade, Katz says the long-term viability and collaborative appeal of NetSuite continues to underscore his reason for choosing it.

“While the new features and growth of the application are very simple, I’m amazed at the level of complexity it gives me without putting the burden of learning that complexity on myself or my team,” Katz says.

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