



## Casalife

www.casalife.com



### At A Glance:

- **Company:** Casalife
- **Location:** Toronto, Canada
- **Industry:** Retail
- **Challenges:**  
Needed an integrated, multifunctional application that could provide anytime/anywhere access to business data — and be easily expanded to new stores
- **Other software considered:**  
QuickBooks, Microsoft Great Plains, ACCPAC Simply Accounting, SAP
- **Results with NetSuite:**
  - Enhanced efficiency saves \$30,000 [CAD] each month in salary
  - Overseas factories and new stores can be quickly tied into the system without IT growing pains



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— Mark Beukers, Partner  
Casalife

### The Results:

Mark Beukers, a partner at Casalife, can sum up how NetSuite has helped his company in two words: “Double productivity.” Casalife’s staff of nine, he says, would be 14 without NetSuite. “We save \$30,000 [CAD] a month using NetSuite,” says Beukers. “Plus we don’t have to worry about updating our computers, or transferring files when we expand.”

Another benefit may be harder to measure, but is just as important: NetSuite’s ASP-model enables Casalife to provide immediate access to business data for managers on the road or its factory in China. Immediate access to data lets managers make decisions fast and better plan strategy. It also means that Casalife can open new stores without triggering new headaches over systems installation and integration. “We save all that extra work needed to make sure servers and software are all running and updated,” says partner, Rob Whitfield.

By enabling Casalife to keep its payroll to a minimum, NetSuite lets it do more for less — while its competitors keep writing out checks. That’s just fine with Beukers: “I look at the businesses not using NetSuite, and I see places that need a lot more staff to do what we can do.”

### The Challenges:

Right from the start, Casalife knew the advantages of being multifunctional. Much of the furniture it sold at its 6,000-sq-ft Toronto showroom served more than one purpose: a coffee table that turned into a dining table; a bed with storage underneath. Multifunctional products gave Casalife an edge in the space-tight loft and condo markets. A multifunctional business application, Beukers realized, would help it keep that edge.

“We needed a database that integrated with our Web presence, our inventory, and our sales, which we could access when we traveled, which was a lot,” says Beukers. “We’re planning to expand with another five to 10 stores, and we wanted a system that we could turn on quickly, no matter how many stores we opened, or where they were.”

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CRM was to be another key component, as Casalife needed a system to manage and work the leads it generated from furniture shows. By tracking these leads, Casalife would be able to see which shows generated the most sales and focus more resources on those. It was important, too, that any system that was implemented have the ability to link the overseas factories Casalife used. “They needed to be able to see what we’re selling so they’d know what to make without having to contact us,” says Whitfield.

Even before Casalife opened its doors in June 2003, Beukers and Whitfield were looking for that multifunctional, integrated system. They looked at QuickBooks, Microsoft Great Plains, ACCPAC Simply Accounting, and SAP. None offered the right combination of features, integration, and price—none, at least, until they found NetSuite. “Not only did NetSuite have the features and the integration we needed, but its efficiency translated into savings,” says Beukers. “NetSuite lets us work with half the staff we’d otherwise need.”

#### **The Solution:**

By integrating CRM, sales, and reporting capabilities, NetSuite enables Casalife to map out strategy and know where to focus its resources. For example, leads generated at furniture shows can be tagged and tracked, so that Casalife can instantly see which shows generate the most revenue. “NetSuite lets us see which shows pay off best, which lets us focus on the most profitable ones,” says Whitfield.

NetSuite also helps Casalife keep tabs on open orders, which helps the company ship orders as quickly as possible—and keeps customers happy. “We can see everything about an order right on NetSuite, and that lets us make decisions that better serve our customers,” says Beukers. “The beauty of NetSuite is that every item in an order is linked. So if there is a multi-item order and one item isn’t ready, I can see what we’re waiting on, what vendor it’s coming from, and how long the wait will be. If it’s a short wait, I know to hold the other items until the missing item comes in. If it’s going to be five weeks, I know to go ahead and ship the rest of the order.” Deliveries are set up through NetSuite, too, using the application’s calendar feature.

In April, Casalife gave its factory in China access to its NetSuite system, and Beukers and Whitfield expect this to boost efficiency even more—and decrease waits for product. “Often the factory couldn’t process orders because they didn’t know what we needed. By giving them access to sales data on their products, they can see what’s selling and plan their manufacturing accordingly,” says Beukers.

New stores Casalife expects to open—two in 2005, four in 2006—will also run on NetSuite. The advantage here, Whitfield says, is that NetSuite’s Web-based interface means Casalife can avoid the inevitable delays—and expense—that come with installing software and servers. “NetSuite expands as we expand,” says Whitfield. “We just open a new store and turn NetSuite on.”

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