



The End Records

www.theendrecords.com



At A Glance:

- **Company:** The End Records
- **Location:** Salt Lake City, UT
- **Industry:** Electronic Commerce, Retail
- **Challenges:**
 - Growing music label and online retailer needed a system to automate processes between its website and back-end operations
- **Software switched from:** DAC Easy, Microsoft Access
- **Results with NetSuite:**
 - NetSuite has helped the company grow 300 percent over two years, thanks to automated processes



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The Results: A Web Record

The End Records, a music label, distributor and online retailer of rock music labels, watched sales shoot up the charts — specifically, a 300 percent growth rate over two years. Andreas Katsambas, owner and president, credits NetSuite as playing a key role in fueling this growth.

Today, NetSuite handles an average 300 online orders every day. With NetSuite, Kasambas figures he’s saved his company from hiring 10 employees just to process all the orders. “I can’t image doing this kind of volume with a system that doesn’t offer the same level of integration, from the Web Store to back-end accounting, that NetSuite offers,” he says. “We wouldn’t be able to handle it.”

The Challenge: Missing a Beat

Salt Lake City-based The End Records serves up more than 3,000 record titles online and sells into 30 countries. Its website receives more than 1,000,000 hits per month. More than 15,000 people subscribe to its e-newsletter. Moreover, the company has numerous online partnerships and offers discounts to members of various websites.

At the heart of The End Records’ success is its attractive front-end website and back-end customer-service capabilities. But the company didn’t start out with a single, integrated system. In fact, The End Records piecemealed third-party systems together including Quickbooks. And trouble quickly followed.

As the company gained momentum, Katsambas felt the sting of a non-integrated system. The act of processing orders was wrought with inefficiencies. Every order that came over had to be downloaded and re-keyed into Quickbooks, while credit-card processing required manually entering information at another website. The average order took 20 minutes to process,” he says. “There were also occasional human entry errors that go along with multiple data entries.

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Meanwhile, additions and deletions to the product line had to be made separately on Quickbooks. This was a time-consuming process, so Katsambas would only update the system once every couple of weeks.

The Solution: Suite Music

The End Records replaced multiple systems with a single, integrated solution — NetSuite. A feature-rich Web Store now handles tremendous traffic and order volume, while being flexible enough to work with international websites. The Web Store is fully integrated with NetSuite’s accounting and inventory management modules. This means an online order flows automatically from the Web to fulfillment. NetSuite even sends an order-confirmation email to the customer.

On the back end, accounting software handles multiple transaction options, from consignment to CODs, trades to credit cards, and even multi-currencies. “With NetSuite, it takes less than a minute to process an order,” Katsambas says. “It processes the credit card right in the system.”

Supported by an integrated system, The End Records executives could concentrate on growing the company — and sales took off. NetSuite scaled to meet the growing needs of the company, from handling sudden website visitor spikes to supporting new sales channels. “NetSuite has grown with us,” says Katsambas.

The End Records now plans to conduct e-marketing campaigns and create commission-based partnerships with record groups, using NetSuite’s Partner Center and NetSuite CRM. Perhaps Katsambas sums up best what NetSuite has done for his company. “In this business, it’s all about perception,” he says. “And NetSuite makes us look a lot bigger than we are right now.... people tell us all the time that they think we compete head-on with Amazon.com.”

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