



Lomo Japan

www.lomojapan.com



At A Glance:

- **Company:** Lomo Japan KK
- **Location:** Tokyo, Japan
- **Industry:** Wholesale/Distribution
- **Challenge:** Start up company in Asia needed a multi-lingual application that could support its operations at a reasonable cost
- **Results with NetSuite:**
 - Kept IT and finance hires to a minimum
 - Established strong control over its accounts receivables, providing another source of savings



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— Carlos Granon, President
Lomo Japan KK

The Results: Staff Savings

Carlos Granon, president of Lomo Japan KK in Tokyo, says the greatest benefit the firm has realized using NetSuite is savings in its finance and IT departments. “We didn’t need to hire a finance director or accountant,” Granon says. “NetSuite made it very easy for us to outsource the financial function of our company and to let us concentrate on our real business—marketing.”

Also, he adds, the seamless integration between the order management and finance functions in NetSuite allowed the firm to establish strong control over its accounts receivables, thus providing another source of savings. “We deliver goods to about 500 Japanese shops. NetSuite is especially useful in tracking down inventory and accounts receivables,” he says.

The Challenge: Seeking Bi-lingual Support

When Granon launched his firm in 2001, he had three basic requirements for an IT system.

One, it needed to be cost efficient. With six employees at the time, “we couldn’t afford a big, custom-made system,” he remembers.

Two, given its business plan—Lomo Japan imports goods from Europe and distributes them throughout the region—it needed to be able to keep close track of inventory and accounts receivables.

Language support for Asian characters—specifically support for Kanji and Kanas, the Japanese writing system—was the third and most fundamental requirement.

As it turned out, the language support proved to be the most difficult thing to find. Few

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



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systems, if any, met all of the criteria. Even today, Granon says, “QuickBooks online still does not support Japanese characters.”

The Solution: First On Board

After reading an article about NetSuite in The Economist magazine, it was only a matter of a few phone calls until Lomo Japan became one of NetSuite’s first Japanese-language customers.

“Very quickly, NetSuite has become the skeleton of our company’s operations. All of our internal procedures are based on the system.” Granon says the business process and workflow structure NetSuite provides in accounting, purchases, inventory management, accounts receivable, and expense reports for employees has been invaluable. “I was not so experienced being in control of every aspect of a business, having come from a larger corporate environment. However, NetSuite provided an excellent guidance.”

As the business took off, the company began to expand beyond Japan’s immediate borders. Now it distributes its products throughout the region and its sales team and executives are on the road quite frequently. “We travel a lot now for business,” Granon says. “The fact that NetSuite is accessible online is a big plus as we continue to grow.” In addition, Granon has started companies in Hong Kong and South Korea, and since NetSuite can support the Asian Unicode characters, Granon feels his business opportunities have even more potential. “I can use NetSuite wherever I go.”