



## Advantage Asia Pacific Ltd

[www.advantageasiapacific.com](http://www.advantageasiapacific.com)



### At A Glance:

- **Company:**  
Advantage Asia Pacific Ltd
- **Location:** Hong Kong
- **Industry:**  
Import/Wholesale/Distribution
- **Challenges:**
  - Growing, global importer needed a multi-lingual, multi-currency application that could track inventory, accounts receivables, payables, orders and customers' information in real-time
- **Other software considered:**  
QuickBooks, ACCPAC
- **Results with NetSuite:**
  - Saves \$40,000 annually in employee costs
  - Saving time and money through employees ability to customize own reports



*“Importing consumer goods can be a tricky business — especially when you are dealing with suppliers in different countries and in different currencies. To make the optimal procurement decisions, for instance, I was looking for a system that could give me real-time data about the status of my inventory, a customer’s order history and my accounts receivables as well as payables in one view.”*

— Hermann Hofmann, President  
Advantage Asia Pacific Ltd

### The Results: \$40,000 in Savings

Hermann Hofmann, president of Advantage Asia Pacific, estimates that he saves \$40,000 a year in employee costs by using NetSuite. “When I was evaluating the various applications that fit my budget, I realized I would have to spend additional money on staff for such tasks as data entry and tracking of invoices and orders. I figured out that it would take two full-time employees to take care of, and keep track of these tasks. But NetSuite automates everything—I didn’t have to hire any additional staff.”

In addition, he adds, the firm has realized significant productivity savings by deploying NetSuite. For instance, he says, NetSuite is so intuitive that within a few hours of introduction, employees are able to use it with little assistance. “Our people have been able to easily customize the standard NetSuite reports to make data mining much easier than it is with other systems. If I had chosen another application, I would have had to spend additional money on training and outside consulting.”

### The Challenges: A Big System for a Small Company

When Hermann Hofmann left corporate life to establish Advantage Asia Pacific, based in Hong Kong, he had high hopes for his plans to import such delicacies as wine, coffee, honey, fruit juices and chocolate from exotic locales around the world—along with realistic expectations. “I was going to have to stay as lean as possible if I wanted to make inroads in the global markets.”

 Find out more: contact NetSuite, Inc. at +44 (0) 1628-774400 or visit [www.netsuite.co.uk](http://www.netsuite.co.uk)



***“NetSuite and a Mac is the perfect combination. I don't have to spend a great deal of money on training or IT support. My employees don't have to waste time because the system or their computer is too difficult to use. They can concentrate on business instead.”***

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Besides maintaining as small a staff as possible during the start up years, Hofmann also knew he needed a high-end system that could provide real-time data in multiple languages and multiple currencies.

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Hofmann looked at QuickBooks and ACCPAC. Neither, he says, came close to offering the functionality he needed.

### **The Solution: Going Global**

Hofmann found the functionality he was looking for in NetSuite. The reporting features, for instance, were sophisticated enough to toggle between multiple currencies—a key requirement for his needs. “A global company—especially a small one—needs to have real-time updates on currency gains and losses. Without that real-time information, you never really know where the value of your accounts receivables stand.”

Hofmann also liked NetSuite's seamless integration between the financials, the inventory tracking and the customer service features, as well as the manner in which this integrated data was captured in the key performance metrics (KPIs) on the Dashboard.

He says the up-to-the-minute data and easy-to-read format has not only impressed clients, but has also led to increased sales as well. Conversely, it has saved the company from making ill-informed decisions. “It is very easy to make mistakes if your sales staff doesn't have customer information on hand or if accounting is not properly integrated into order management or inventory warehouse management.”

Learning that NetSuite was compatible on an Apple Macintosh—Hofmann's desktop computer of choice—clinched the deal. “NetSuite and a Mac is the perfect combination. I don't have to spend a great deal of money on training or IT support. My employees don't have to waste time because the system or their computer is too difficult to use. They can concentrate on business instead.”

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