



## Café-Razzi

[www.cafe-razzi.com](http://www.cafe-razzi.com)



### At A Glance:

- **Company:** Café-Razzi
- **Location:** San Francisco, CA
- **Industry:** Food/Beverage; Retail; Electronic Commerce

#### • Challenge:

- Using big-business tools on a small-business budget

#### • Other software considered:

QuickBooks, Salesforce.com

#### • Results with NetSuite:

- 300 percent savings in fixed costs
- Integrated, real-time data that can be easily accessed means quicker, more informed business decisions



*“NetSuite lets us access the same business processes as large companies without needing large pockets.”*

— Tom Kereszti, owner and founder  
Café-Razzi

### The Results:

With NetSuite, Café-Razzi is able to use big-business tools on a small-business budget. By integrating key features like inventory management, order processing, invoicing, and accounting, NetSuite has enabled Café-Razzi to realize fixed-cost savings of nearly 300 percent, according to Tom Kereszti, the company's founder and owner. "For every one person I need with NetSuite, I would need three without it," says Kereszti.

There have been intangible — but equally crucial - benefits, as well. Key reports, such as category P&Ls, can be generated quickly and easily, as all the necessary data is stored in one place, eliminating the need to gather it from multiple incompatible databases. "NetSuite gives us visibility into our data, and makes it easy to access," says Kereszti.

Other savings and efficiencies are realized from NetSuite's ASP model. "You don't need someone on-site fixing and maintaining systems because everything is hosted at NetSuite," says Kereszti. Expansion — something in Café-Razzi's immediate future — is simplified because new warehouses and staff can be added without expensive investments in technology. "All I need is an Internet connection, and I can manage my business from anywhere."

### The Challenges:

Even before Café-Razzi sold its first product, Kereszti knew he faced a daunting task: how to run his small new business like the big old ones where he had spent the past two decades. For Kereszti, it wasn't simply a matter of personal preference; it was a business necessity. "It doesn't matter if you sell one case or a million cases," he says, "there are certain things you need to do to run your company, such as managing inventory and purchase orders, processing and shipping sales, invoicing, collecting, and providing customer support."

Kereszti had been a veteran manager at large consumer-goods companies like Colgate-Palmolive. Large companies have deep pockets, which enable them to afford

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the latest and greatest technical infrastructure. Deep pockets, however, was one thing that Café-Razzi — which launched in 2004 as the San Francisco-based distributor of the LavazzaBLUE single-cup espresso coffee system — did not have. The challenge: finding a software package that could give him big-company tools at small-business prices.

Kereszti knew that sometimes software costs a lot more than its purchase price. He had considered Salesforce.com and QuickBooks, but neither package offered an integrated, comprehensive solution for Kereszti's needs. That, he says, meant that "we'd be constantly working in silos, having to maintain separate databases and re-key all information." The result: more chance for errors, more staff needed, and more time and effort required to home in on key data. "With consumer goods, your P&L is going to be different for each category," says Kereszti. "If you don't have an integrated system, it can take a lot of blood, sweat and tears to get the numbers and make sense of them. It's not a smooth workflow."

NetSuite's key advantage, says Kereszti, was that it was a fully integrated solution. "It lets you track and manage your business every step of the way," he says. "From the purchase order to the vendor, to managing inventory in the warehouse, to the customer order, to invoicing, to shipment, to accounts receivable, everything is run through NetSuite. You're no longer dealing with six different spreadsheets you have to reconcile. You're dealing with one database, and information that's easy to access — and easy to interpret."

### **The Solution:**

With NetSuite, Café-Razzi is able to run lean without looking lean. Inventory and order status can be checked in real-time, from any PC with an Internet connection. The result: Kereszti and his team can zoom in on potential problems before they become full-blown crises. That keeps delays down and customer satisfaction up. Errors are avoided and time saved because data doesn't have to be entered into multiple software packages. "We'll enter leads into NetSuite and never have to enter names and addresses again," says Kereszti. "When the lead becomes a customer, you don't have to re-key anything. Everything is managed right inside NetSuite."

Having all sales data in one place enables Café-Razzi to generate quickly the category P&L reports managers need to make quick — and informed — business decisions. Inventory is tracked from the time it leaves the factory in Italy to its arrival at the warehouse to its shipment to the customer — with current status always available in real-time. "NetSuite makes it extremely easy to get the data we need," says Kereszti.

NetSuite will also make it easy for Café-Razzi to expand - no small point, as Kereszti expects sales to grow from roughly \$150,000 this year to \$15 million or more in just a couple of years. "Potentially, it can go as high as \$40 to \$50 million," he says. "That's going to mean more warehouses and more salespeople. NetSuite lets us add them without adding headaches because we can manage our products and our people — no matter where they are — from one location. NetSuite lets us access the same business processes as large companies without needing large pockets."

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