



## Advanced Music Service ApS

www.advancedmusic.dk



### At A Glance:

- **Company:** Advanced Music Service ApS
- **Location:** Aalborg, Denmark
- **Industry:** Wholesale/Distribution
- **Challenge:**
  - To give new off-site warehouse access to company's order and fulfillment system — without adding a network of servers and IT staff
- **Software switched from:** Stellar (a Danish ERP, inventory, and bookkeeping package)
- **Other software considered:** QuickBooks, Salesforce.com, Microsoft Axapta and Visma
- **Results with NetSuite:**
  - Saving tens of thousands of dollars in IT costs annually
  - Warehouse can be outsourced — saving costs — without any loss in efficiency
  - Management can better track and manage the work of its sales team lookup



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— Thomas Baastrup, owner  
Advanced Music Service ApS

### The Results:

Since launching NetSuite in 2004, Advanced Music Service has been able to outsource a key part of its business — its warehouse — without sacrificing efficiency or control. With Web-based access, location becomes irrelevant: an external warehouse can see, and fulfill, orders just as easily as one on-site. "NetSuite has made it easy for us to grow our business, because we can now outsource important parts of it while maintaining a very smooth, integrated process," says Thomas Baastrup, the owner of Advanced Music Service.

With no expensive infrastructure needed — NetSuite runs on any Internet-connected PC — Advanced Music Service has been able to grow its business without breaking its budget. "Since all the data and servers reside with NetSuite, we don't have to worry about updating and maintaining expensive systems," says Baastrup. "That saves us tens of thousands of dollars a year in support costs." Indeed, since adopting NetSuite, Advanced Music Service has been able to triple its business while only doubling its staff.

Sales representatives have become more efficient, as the wealth of sales data tracked by NetSuite enables Baastrup to home in on his most — and least — productive staff. "People who hate to work hate NetSuite, because they can no longer hide," says Baastrup. "But the people who do a good job love it because I can see what they're achieving."

Indeed, the data NetSuite collects has enabled Baastrup to get a picture of his business he never had before. "What's great about NetSuite is that it is a very sales-minded, sales-focused system," he says. "It analyzes everything you sell, and everyone selling for you, while making it easy to outsource functions of your business. You wind up saving a lot of money, a lot of time — all while growing your sales."

### The Challenges:

Not long after starting Advanced Music Service in 2002, Baastrup realized that the best way to grow his business was to shrink his infrastructure. Instead of operating a vast warehouse to stock the millions of CDs and DVDs he sold each year to stores in Denmark

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(and elsewhere in Europe), Baastrup wanted to outsource the job. At the same time, however, he wanted his warehouse partner to be connected to his company's order and fulfillment system, so that sales could be processed and shipped as quickly as possible. But his system wasn't quite up to the task.

"We were using a small, local Danish system, called Stellar, for ERP, inventory, and book-keeping," says Baastrup. "We wanted to give log-in rights to the external warehouse, but we didn't want to add servers — and we definitely didn't want to pay for an IT staff to maintain them." The bigger his infrastructure was, Baastrup knew, the bigger his headaches would be. "I saw it in the company I worked for before Advanced Music Service. It was a similar size, but the costs were huge. The server would go down and we'd have to go wake people up — and pay a lot for service."

With less than ten employees, Advanced Music Service couldn't afford to add to its payroll and support costs. But it couldn't afford to stick with a system that left little room for growth, either. Stellar would have to be replaced. Baastrup looked at alternatives including QuickBooks and Salesforce.com. The problem with QuickBooks, he says, is that it proved hard to adapt to the Danish market. "It's not really meant for international users," says Baastrup. "I tried the demo and my accountant said we'd have problems customizing it for the way we work in Denmark." Salesforce.com was rejected because it didn't integrate CRM features with ERP, inventory, and bookkeeping.

It was integration that sold Baastrup on NetSuite. "It brought all the features I needed into one system," he says. "And because NetSuite is Web-based, I could give access to my warehouse, as well as to sales representatives who work out of different locations across the country. That was a very important benefit."

Important, too, was the wealth of information NetSuite could provide — not only on sales, but on the representatives making them. Says Baastrup: "As a company in Denmark, I really liked NetSuite's American way of thinking — the focus on counting and analyzing everything and being able to get an instant picture of my business."

### The Solution:

With NetSuite, Advanced Music Service has been able to integrate its external warehouse while reaping new efficiencies from its internal sales team. "NetSuite lets us better manage our sales representatives," says Baastrup. "Using the dashboard, I can see orders and activity by individual salesperson. That lets me spot someone who is working hard, and someone is lazy. You know who to promote, and who you need to give a pep talk or even let go. With NetSuite, we've been able to get the most efficient staff possible."

The warehouse integration has paid dividends, too. "We've been able to outsource our warehouse yet maintain a very smooth process," says Baastrup. "The warehouse can login to NetSuite, see outstanding orders, and fulfill them. Then we can invoice the customer. It's all done quickly — and without a bank of servers that need to be maintained continually."

Customer support has been improved, as well, with NetSuite. "Now when a customer calls in, we can see all of their information and all of their transactions, which lets us give them a personal feeling," says Baastrup. "Better yet, customers can speak with different people yet always get the same story. By giving all employees easy access to the same information, NetSuite puts everyone on the same page. That's an important thing when you're supporting your customers. Before NetSuite, we did everything from memory. You don't want to rely on that. And you certainly can't grow with it."

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