



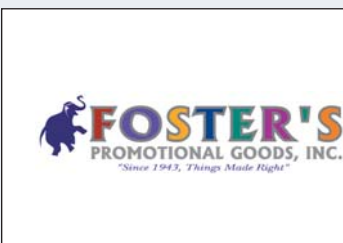
Foster's Promotional Goods Inc.

www.fosterspromo.com



At A Glance:

- **Company:** Foster's Promotional Goods Inc.
- **Location:** Marblehead, MA
- **Industry:** Manufacturing
- **Challenges:**
 - Promotional-goods manufacturer wanted to move upmarket and needed to become electronically responsive to customers
- **Software switched from:** Filemaker, Peachtree, Quickbooks
- **Results with NetSuite:**
 - Manufacturer wins four new accounts in the first few months with NetSuite; saves thousands of dollars in upfront IT costs



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— Paul Brancaleone, President

Foster's Promotional Goods

The Results: Moving Up Market

After using NetSuite for a few months, Paul Brancaleone says his company won four large accounts. “One of the reasons why we chose the suite is that it helps us attract and service big clients,” he says. “Through electronic business processes, we can react quickly to their special needs.”

Aside from contributing to the top line, NetSuite also keeps costs at a minimum. If Brancaleone bought a client-server system, “It would have cost us thousands of dollars upfront for licenses, servers and maintenance,” he says. “With Web-based NetSuite, all we needed was a computer and DSL lines.”

The Challenge: Traditional Trappings

Founded in 1943, Foster's Promotional Goods Inc. is a manufacturing company that screen prints and embroiders logos and slogans onto promotional hats, jackets, shirts, mugs, pens and other items. Brancaleone, president, and Jim Frontiero, vice president of operations, bought the family-owned business in 2001.

The workflow of a promotional-goods manufacturer is highly complex, whereby artwork is passed through multiple departments, from account executives to graphic designers and production crews. Meanwhile, larger customers need assurances along the way that the right products will appear at the right event or location and that everything coincides with the larger marketing campaign.

Previously, the company had endured bad experiences with Peachtree and Quickbooks, and thus chose to handle critical operations with Filemaker.

This created a major problem with customer records; the filing system was haphazardly thrown together. For instance, a Foster's Promotional Goods Inc. customer might request

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*— Jim Frontiero,
Vice President of Operations*

Foster’s Promotional Goods

a run on a job from five years ago. This would set off a hair-pulling internal hunt to find the customer’s old purchase orders and artwork, which, of course, resided in different departments.

“There was nothing here when we took over,” recalls Frontiero. “One person filed things one way, another person filed another way. In the actual files, we were lucky if there was a telephone number attached to the name of the customer. It was just ridiculous.”

The Solution: Riding the Brand

Having come from the corporate world, Brancaleone and Frontiero knew that they needed to clean up operations before going after bigger accounts. Enter NetSuite. They saw the powerful suite as a high-tech advantage to wield over old-school rivals.

Today, NetSuite handles everything from accounting to customer relationship management, credit-card processing to customer filing. There are also plans to add e-commerce functionality to Foster’s Promotional Goods Inc.’s website.

With NetSuite, the company automatically emails updates to large customers about the status of certain jobs. “In turn, they can take promotional products off their plate because they know we’re taking care of them,” Brancaleone says. “NetSuite instantly put us heads-and-shoulders above the competition.”

On the electronic filing side, the suite enables Frontiero to keep all customer data in a single place on the database. Consequently, he’s able to open the file and perform a myriad of tasks, such as customizing forms, emailing images for approval, managing workflow, among other things. “NetSuite helped us get organized and efficient,” he says. “With one push of the button, I’m now performing four or five tasks that used to be a big pain.”

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