



## Toolfetch

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



### At A Glance:

- **Company:** Toolfetch
- **Location:** New York, NY
- **Industry:** Manufacturing, electronic commerce, government
- **Challenge:**
  - Running the business on too many disparate systems
  - Generating purchase orders was a manual, time-consuming process
  - Sales order import was unreliable
- **Software switched from:** Interchange, QuickBooks, ACT!
- **Other software considered:** Custom development
- **Results with NetSuite:**
  - Achieved instant integration between customer records, orders, inventory, and payment processing
  - Order processing time reduced by 24 hours
  - Realizing 15% sales improvement due to faster, more accurate processing
  - Saving \$1000+ per month on credit card processing fees

*“With NetSuite, I can view with the dashboard what our receivables are and what our sales reps are doing from a daily and weekly standpoint. Those tools are priceless to me, and have made our company 100% more efficient. That's the crux of why we took NetSuite on.”*

— *Evan Brown, co-founder*  
*Toolfetch*

### The Results:

Implementing NetSuite brought order and efficiency to Toolfetch at a time when the inefficiencies of previous software packages were proving limiting and costly. An inflexible, difficult to manage back-office solution coupled with underpowered accounting and too many manual re-entry processes have been replaced with a single, integrated solution, making the entire company better and faster at meeting customer demand. Purchase orders are automatically generated from customer tickets, taking several hours of daily downtime out of the equation. "We're 24 hours faster with NetSuite," says Evan Brown, Toolfetch co-founder.

"Before, we never had CRM. Now, NetSuite gives us useful features to help us keep in contact with our existing customers, which is a great benefit for our sales staff," says Andrew Brown, Toolfetch co-founder. "They no longer have to fish through several individual systems; they have the ability to follow up with their clients with much more ease."

The credit card processing data integration offered by NetSuite is saving Toolfetch 75 basis points in credit handling fees, because previous systems required manual entry which sometimes resulted in fee downgrades due to incomplete or missing information.

### The Challenges:

Toolfetch is an online supplier of construction equipment and tools to business, government agencies and end consumers. With an average order size of \$1000, they're selling more than a handful of hammers to a discount shopper. In fact, in 2006 they were named to the Internet Retailer 500 as one of the largest e-tailers in the country. After initially



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*Toolfetch*

building their business on a cobbled-together network of programs including QuickBooks and Interchange, the company found that it was struggling to deliver top-notch, prompt service because software was working against it. “We ran into roadblocks in support for Interchange, and there was a lot of upkeep involved. We just couldn't grow any further than we did with that system,” Andrew Brown says.

“We just had too many systems,” says Evan Brown. “When orders came in we couldn't just click a button and get the purchase order — we had to pull out the data, put it into QuickBooks by hand and create the purchase order manually, and that created too many errors.” It took the better part of a day for Brown to create POs, taking away a great deal of managerial focus which could have been spent in more productive ways.

The lack of comprehensive integration hurt efforts to adopt good CRM practices as well. “We tried to use ACT! as our sales tool, but we never really used it because it was too much work to integrate from our e-commerce system into ACT!,” Andrew Brown says.

#### **The Solution:**

“We looked at doing a fully customized system from the ground up, and were ready to go that route, but then we stumbled on NetSuite and evaluated what it offered,” says Evan Brown. “What we really needed to do was consolidate, run on just one system, and NetSuite did that for us.”

Now that NetSuite acts as an integrated gateway for payment processing, turning around orders is even easier for Toolfetch. “The VeriSign integration was very important to us, because before we were running Authorize.net and had to manually enter to charge or refund credit cards, instead of having it all tied in with one system,” Andrew Brown says.

“The reporting in NetSuite has been easy and powerful for us, breaking down which items are our best sellers, how many of each have been sold, which are given to our sales guys so they can concentrate on top-tier products and customers,” he says. “We couldn't generate those types of reports on our system before.”

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