



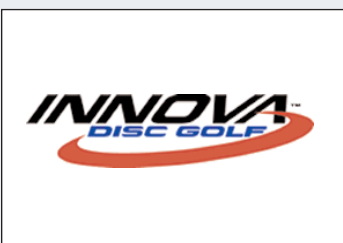
INNOVA Disc Golf

<http://www.innovadiscs.com>



At A Glance:

- **Company:** INNOVA Disc Golf
- **Location:** Rock Hill, SC
- **Industry:** Wholesale/Distribution
- **Challenges:**
 - Lacked a centralized sales lead and activity database
 - Needed to improve remote user capability
 - Sales ticketing and fulfillment processes were largely paper-based
- **Software switch from:** ACCPAC, Outlook
- **Other software considered:** Great Plains, QuickBooks Pro
- **Results with NetSuite:**
 - Complete team-based tracking of hundreds of sales leads per month
 - Productivity savings of 30 hours per week, resulting in annualized gains of tens of thousands of dollars
 - IT savings of tens of thousands of dollars by avoiding server infrastructure upgrades
 - Improved order fulfillment accuracy and eliminated manual processes for order status tracking



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INNOVA Disc Golf

The Results

Adopting NetSuite gave INNOVA Disc Golf the tools the company needed to improve the agility of its operations as a premium supplier for professional and enthusiast disc golfers. NetSuite’s accounting capabilities were a seamless replacement for INNOVA’s former systems, and the sales force automation and marketing capabilities of NetSuite’s CRM functionality enabled the company to make better sales decisions. “Now, we can work more closely with all of the major disc golf promoters on sponsorships, and our sales reps know when we may have already worked out a sponsorship deal without having to make a phone call,” says Steve Hackenberg, manager of information technology at INNOVA.

“Just being able to see the notes on each of our leads is a wonderful thing, and it allows us to close the leads much more quickly than we ever could before,” says Hackenberg. Lead tracking also enables INNOVA to send targeted e-mail messages to both current customers and prospects in record time. “Before, we had to export a customer list by hand and distribute e-mails by hand, but now we come to a resolution with our leads much faster.”

Furthermore, the productivity gains created by NetSuite have saved INNOVA’s core account reps hours of extra effort per week. “Just among our five key people, we have saved almost one full-time employee equivalent.”

The Challenges

INNOVA Disc Golf sells dozens of different flying discs for the growing outdoor sport of disc golf, but the company’s needs were growing beyond the capabilities of its previous enterprise systems, including ACCPAC. Sales representatives could not manage their activity

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tracking, managers could not assign and automate sales processes and purchasing patterns were difficult to extract from the order database. “We just didn’t have enough access to see detailed information on our customers.”

New opportunities were similarly troublesome to track. “We never had been able to centralize the leads we get. A lot were coming in by phone and getting written down on note paper or maybe in Outlook, but from there it could much more easily slip through the cracks,” says Hackenberg. “That rep was almost exclusively responsible for those leads, because there was no way for a manager or another sales rep to see the status of those leads.”

Meanwhile, INNOVA’s field force was under-supported by the in-house system. “We have four or five people who are constantly telecommuting and we do a number of trade shows when the sales group will be out and unable to access our internal systems.” Without a costly VPN, those users found it difficult to access detailed account information.

The Solution

In June 2003 INNOVA went live with NetSuite, teaming with NetSuite partner Lohmueller Consulting to handle the initial data importation and training. The company switched its entire sales organization and much of its back-end operations to the NetSuite solution, paving the way for improved sales capabilities and a more robust fulfillment process.

Now, sales tickets are generated more quickly and with more depth than the paper-based invoices INNOVA had to shuffle through its shipping floor under the old system. “At our manufacturing center, orders are being fulfilled through NetSuite, which saves a bunch of time on the invoicing side and added accuracy to our quality assurance, ensuring more orders are being packed correctly,” Hackenberg says.

In addition, INNOVA is now generating almost all of its marketing e-mail campaigns through NetSuite, netting almost 700 leads for the company in just a few months. “We’re really pleased at the results so far and at how easy the campaigns are to set up,” says Hackenberg.

NetSuite gives INNOVA room to focus on business growth without having to expand its IT infrastructure. “We’re not responsible for the version upgrades—which is beautiful—and NetSuite easily saved us a couple of years on needing to purchase new hardware for accounting and financials.”

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