



## Secara

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



### At A Glance:

- **Company:** Secara
- **Location:** San Francisco, CA
- **Industry:** Wholesale/Distribution; Healthcare
- **Challenges:**
  - Startup health product retailer and service provider needed a complete suite that would allow it to keep its headcount to a minimum
- **Other software considered**
  - QuickBooks, Peachtree, custom systems
- **Results with NetSuite:**
  - Saves \$30,000 a year in employee payroll
  - Saves \$1,000 a month in time and efficiency due to UPS link
  - Projects a \$10,000 savings in time and efficiency due to UPS link in the coming year, as sales continue to grow



*“Thanks to NetSuite, we look a lot bigger to our customers than we really are. We have at our disposal some very sophisticated customer service and order management tools that allow us to do a lot with very few people in-house.”*

— Steen Strand, Director of Product

Secara

### The Results: Saving on Staff

Steen Strand, Director of Product, says that by deploying NetSuite the wholesaler was able to save at least \$30,000 in its first year in operation. “I believe that our payroll budget is at least 10 percent to 25 percent less than it would have been without NetSuite,” he says.

“There are so many thoughtful NetSuite features that make running our business that much easier,” Strand says. “Calculating our quarterly commissions and sales tax is as easy as clicking the mouse.”

The company also saves another \$1,000 or so every month thanks to the real-time integrated link the system has with UPS. “As our sales grow, I expect that savings to increase as well, to as much as \$10,000 a month,” Strand says.

### The Challenge: Looking Bigger Than A Start Up

A new start up, Secara’s system requirements were a balancing act between its desire for high end sophisticated accounting, CRM, order management and most especially Web store functionality, and its need to maintain as few people as possible on headquarter payroll.

“The most performance out of the fewest number of employees — that was our mantra,” Strand says. “And with NetSuite, we got it.”

Secara never had a formal system in place before NetSuite, except for an initial patchwork system of Excel spreadsheets and word documents. “We knew right away that we had to have a system that would scale along with the growth we were expecting, but at the same time that was cost effective.”

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*— Steen Strand, Director of Product*

*Secara*

The company investigated the usual suspects available to small and medium sized businesses — QuickBooks and Peachtree for example. However these applications — while cost effective — did not provide the higher end features that the firm knew it would need.

For example, Strand says, “we knew we wanted to offer the best customer service possible. To do this, we had to have fulfillment and all ordering processing in-house. There’s just no substitute for the hands-on touch, and with UPS integration it’s a breeze.”

Also, as the firm continued to investigate its options, it became increasingly clear that it needed to be able to provide its field staff with real-time access to its system. A provider of Chinese herbal medicine and other holistic health products, Secara’s field staff is in effect its corporate face. “In the very beginning our field staff would phone in orders, phone in customer data and other requests,” Strand says. “It was more than cumbersome.”

### **The Solution: Pushing the Envelope with the Web Store**

NetSuite delivered all this and more, he says. “The CRM functions allow us to provide a much better level of customer service than we thought we would be able to do, before we learned of NetSuite,” Strand says.

Also, the Dashboard and the easy to use user interface makes monitoring the company’s progress a simple matter. “The customization features are wonderful. A lot of times I will create a custom report or field and the CEO will start using it on a regular basis.”

One metric of particular value on the Dashboard is new leads. “We have a lot of leads come in online, and so it is handy to be able to break down the origin of the leads,” Strand says. Not to mention, he adds, having those Web site-generated leads automatically entered into the back end system.

In fact, Strand says, Secara put a lot of work into customization of the Web store to meet its business requirements and style. “We did not follow the standard NetSuite hosted Web site model, although it would have been a lot easier for us if we had. But we knew what we wanted so we created a hybrid model for ourselves in which we borrowed some features from NetSuite and created some on our own.”

Strand credits the customization functionality of NetSuite — as well as the company’s Professional Services staff — for helping the company set up its ecommerce operation.

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