



Discount Two-Way Radio

www.discounttwo-wayradio.com



At A Glance:

• Company:

Discount Two-Way Radio sells and repairs commercial two-way radios and accessories to businesses such as hotels, casinos, schools, hospitals, construction and security companies

• Headquarters:

Torrance, CA

• Industry:

Telecommunications;
Retail; Electronic Commerce

• Challenges:

- The constant interruption of managing the Everest servers proved to be a regular headache for their business
- Inefficiencies caused by using separate software packages and trying to combine the data together.
- Required an easily customizable system that could work for their existing highly customized business needs, plus needed something flexible enough to accommodate rapid growth

• Results with NetSuite:

- Company has grown 18 percent since coming on board with NetSuite
- Hired staff only to take and ship orders—no need for additional IT staff
- IT costs reduced by more than 70 percent

• Software switched from:

- Peachtree and Everest Software

• NetSuite Partner:

- OzLink

“NetSuite has reduced our IT costs by more than 70 percent.”

— Alex Thompson, IT Director, Discount Two-Way Radio

Results

In the past year that the company has been running its business on NetSuite, Discount Two-Way Radio has grown by 18 percent over the previous year, and the only people the company has had to hire are more staff to take orders and ship orders. No additional accounting staff, no additional marketing staff and no additional IT staff have been needed, explains Alex Thompson, IT Director.

“NetSuite has really improved our operations by reducing the amount of system downtime and making our infrastructure more reliable,” says Thompson. “It also has provided us with improved inventory control, and reduced our IT costs by more than 70 percent. With all the features and information NetSuite provides, it gives us the ability to take control of our business, instead of our business controlling us.”

Thompson said the company has benefited by some of the other vendors that build add-ons that work perfectly with NetSuite. “Our shipping volume exceeds NetSuite’s built-in shipping system so we turned to NetSuite’s business partner OzLink that integrates NetSuite with UPS WorldShip and FedEx ShipManager. Now the shipping department can send out an order with one barcode scan and a single click.”

Possibly the best part of NetSuite is that it will continue to expand functionality to precisely fit Discount Two-Way Radio’s growing needs. “Using its built-in API system is great, and we never have to worry about something breaking after an update,” he says. “We can now deploy new customizations in days instead of months. We are in the process of integrating our phone system and building an inventory cycle counting system using wireless PDAs and barcode scanners that we would have never been able to do before economically.”

Challenges

Competing with Motorola in the commercial two-way radio market, Discount Two-Way Radio sells and services two-way radios with a whole range of accessories online directly to businesses and also on a GSA contract to the federal government. Recognized on the Inc 5000 list as one of the 100 fastest growing telecommunication companies, their business requires a system that can deal with a very large serialized and lot-tracked inventory, and, at the same time, is supported by a fully integrated repair ticket system accessible through the website. In the past, this was only made possible by using specialized software for the repair side of their business.

 Find out more: contact NetSuite, Inc. at 1 877 NETSUITE or visit www.netsuite.com



“Now the shipping department can send out an order with one barcode scan and a single click.”

*— Alex Thompson, IT Director
Discount Two-Way Radio*

Discount Two-Way Radio first looked at NetSuite in 2005 after the company had far outgrown Peachtree. After comparing half a dozen different systems, IT Director Alex Thompson says they decided to go with Everest from Everest Software Inc due to what appeared to be a better inventory system. “Unfortunately over the next two years we realized that we had made a mistake,” says Thompson.

The constant maintenance of the Everest servers quickly became a regular headache for the company. “We are in the business of selling two-way radios, not maintaining software,” says Thompson. Deciding to run their business on NetSuite finally allowed Discount Two Way Radio to focus their attention to growing their business instead of being distracted by software problems.

Solution

With NetSuite, Discount Two-Way Radio is able to customize its support case system with SuiteScript and Web Services to precisely meet their needs. Now all repair information is immediately available on the customers’ dashboards along with all sales and financial information. This means that they are now able to deliver real-time status updates to customers about repairs via email, eliminating wasted man-hours spent on the phone and searching for data.

Discount Two-Way Radio also quickly discovered the power of saved searches and NetSuite’s built-in CRM and marketing functions. “We can now build searches that look at what products customers are sending in for service so we can send them promotions on accessories that will be fully compatible with their exact radios. And it is easy to do,” says Thompson. “Before, this was a huge pain and we were never able to completely track how effective these campaigns were. We now know what advertising is working and what’s not with a simple report.” Unlike with their old system wherein it would normally take hours, if not days, to build a custom report using Crystal Reports, “now we can build a custom report in minutes using NetSuite’s saved search functionality.”

What if Discount Two-Way Radio needs to find out which products have the highest returns, which have the highest re-orders or which industry category orders the most? “In a couple of minutes we have a saved search that will give us those exact numbers,” says Thompson.

NetSuite’s multi-website feature was another great addition to Discount Two-Way Radio who runs a main website (www.discounttwo-wayradio.com) plus two other divisions, ThunderPower Megaphones (www.thunderpowermegaphones.com) and Discount Racing Radios (www.discounttracingradios.com). Using NetSuite’s multi-website feature and built-in ability to use separate credit card processors for each website, they are able to target specific markets yet still maintain a unified accounting system. Plus their in-house web designer is absolutely ecstatic with the tag substitution feature.

“As soon as she discovered what you can do with tags and tag substitution, she became a very happy person,” quips Thompson. “She can now place any content she wants and only on the pages or sections she wants with a single tag. Instead of worrying about updating dozens or hundreds of pages and possibly missing something, she can now update a tag and it will instantly appear across the entire site and only where it needs to be.”



 Find out more: contact NetSuite, Inc. at 1 877 NETSUITE or visit www.netsuite.com