



## Medalcraft Mint, Inc.

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



### At A Glance:

#### • Company:

Medalcraft Mint produces minted awards, gifts, and commemoratives, including the official inaugural medals of Presidents George W. Bush and Barack Obama.

#### • Location:

Green Bay, WI

#### • Industry:

Manufacturing

#### • Challenges:

- Replace costly, aging business software
- Reduce IT expenditure, leaving more resources available for core competencies
- Improve e-commerce capabilities

#### • Results with NetSuite:

- Smooth transition to modern, on-demand NetSuite solution
- NetSuite can be configured and maintained by multi-skilled personnel, reducing the need for dedicated IT
- NetSuite providing enhanced e-commerce options and functions to replace a legacy configurator

#### • Software switched from:

- BPCS

#### • Other software considered:

- Salesforce.com, Sugar CRM, Plexus

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— Michael Dailey, CTO, Medalcraft Mint

### Results

Medalcraft Mint, the maker of the Official Presidential Inaugural Medal for both Presidents Barack Obama and George W. Bush, turned to NetSuite to modernize its business processes. “From a philosophical standpoint, we want to have as many of our resources as possible focused on our products, and that means moving IT to a support role and having multi-functional personnel able to manage our network,” said Michael Dailey, Medalcraft Mint CTO. “NetSuite delivers.”

Medalcraft replaced its aging infrastructure with a cutting-edge business operations platform. A complex custom configurator, which had grown to an unwieldy 79,000 entries, was supplanted by NetSuite’s Kits and Assemblies capabilities, a much more powerful and easy-to-use interface. “We have seen the most immediate impact in our customer service area, where our representatives are able to easily process both stock and custom orders,” he says.

Management is better able to observe the company’s day-to-day activities through the customizable NetSuite dashboards. “It’s been a terrific reporting mechanism for us, as we can see which orders need to be fulfilled or are partially fulfilled, which orders still need to be billed, and whether there are any important transactional issues,” he says. “We’re excited by the ability to further extend our use of the dashboard as we configure the system.”

Using integration technology from NetSuite partner Oz Development and its product OzLink, Medalcraft’s fulfillment process is integrated with all four of the company’s carriers. NetSuite Professional Services helped Medalcraft complete its migration within six months. “Working with NetSuite’s Professional Services team and partners was one of the most positive aspects of the experience, and we really appreciated their expertise and patience,” he says. “If they hadn’t been so sensitive to our needs, this could have been a difficult transition.”

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“One of my major goals was to eliminate single points of failure, both from a technical perspective and a personnel perspective,” Dailey says. “Turning to NetSuite has given us the flexibility we need to modernize our business and make it flexible enough to serve all of our customers.”

### Challenges

For 60 years, Medalcraft Mint has produced quality medals, awards, trophies, and other memorabilia and collectibles. The company came under new ownership in mid-2007. As part of the new management team, one of Dailey’s responsibilities was to review the company’s processes and systems, many of which ran on dated hardware with significant maintenance costs.

“BPCS was a good piece of software in its time, and the AS/400s were good machines in their time, but we knew that we wanted to take advantage of software-as-a-service,” he says. “The number of people who know those older platforms is shrinking, and we needed to become more mobile and accessible without creating a need for deep technical expertise.”

### Solution

Medalcraft successfully transitioned its business to NetSuite, and now has 34 users and counting on the new system, managing orders, payables and receivables, shipping, and more. The company plans to expand its Web presence using NetSuite’s e-commerce capabilities—traditionally, Medalcraft took phone orders from a static catalog, or engaged one-on-one for custom designs. The company’s vision is to transition more of its common stock products to e-commerce, giving phone representatives more time to work closely with customers on custom designs.

Medalcraft is already looking forward to expanding its use of NetSuite’s e-commerce capabilities to process more orders without CSR involvement, as well as to offer customized portals to key government accounts. The future looks bright for this high-profile medallic manufacturer, as Dailey looks forward to expanding its services and buying audience in the months and years to come. “I’m excited by how easy it is to customize and extend NetSuite to be even more appropriate for our business activities.”



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