



Into Technology Limited, trading as IT247



At A Glance:

- **Company:** Into Technology Limited, trading as IT247
- **Location:** Stockport, Cheshire (UK)
- **Industry:** Electronic Commerce; Computer Hardware; Computer Software
- **Challenge:**
 - Provide out-of-the-box ERP functionality to avoid drawing resources from core business areas
 - Integrate flexibly with other software tools and systems
 - Support online trading
- **Software switched from:** Microsoft Navision Distribution Software
- **Other software considered:** Salesforce.com, ACT!
- **Results with NetSuite:**
 - Month-on-month sales growth of 50%
 - Sales from zero to almost £1 million a month in first year of business

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— Steve Willock, Managing Director
Into Technology Limited

The Results:

Using NetSuite from day one, new company Into Technology Limited is looking at a turnover of over £6 million in its first year. "The growth has been fast — and huge!" confirms managing director Steve Willock. "We've gone from zero to processing nearly £1 million a month in online order requests."

Willock credits the NetSuite dashboard with a significant role in the company's rapid success. "It offers an accurate representation of the business at any moment in time. At 10 a.m. I can see if sales are slower than expected and immediately check that both our external and internal systems are working properly and make any necessary fixes. It's like an alarm system for when things go wrong, and a reporting system for when things go right. It's been a key factor in our success."

The Challenges:

Into Technology has two hats. Trading as IT247 — as in 24 hours a day, 7 days a week — it is an online reseller of computers, hardware, accessories and components. It is also a software developer which has created the Supply Chain Management, Automated Pricing and Catalogue Building tools used in support of the online store. It therefore seemed wise at start-up to buy in as much out-of-the-box ERP software as possible, to avoid diluting its development resources.

"Initially we considered buying bolt-on applications such as Salesforce.com or ACT! to use with Navision, which one of our founders had used in the past," says Willock. "But in NetSuite, which we discovered through the Web, we found an all-encompassing system. From the start we were able to use NetSuite in two ways: to integrate with IntoSCAPE, our custom supply chain and catalogue software; and as an out-of-the-box ERP and CRM tool."

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



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 Into Technology Limited*

The Solution:

Within a year IT247's online catalogue grew from around 100 to an average of 45,000 products available on the website, which are polled from a larger available inventory of around 200,000 products daily. "Once we set our catalogue to display this many products, we experienced rapid growth in sales — around 50% from one month to the next — to the point where we now see order requests of over £900,000 order values in a single month," says Willock. "You can't successfully manage that kind of growth without a robust back office, and that's where NetSuite came through for us — in areas like order processing and financials."

Because of the massive growth in the online catalogue, Into Technology now maintains an enterprise server with NetSuite, which gives additional bandwidth in the back office and stops the system slowing down when the US comes online. "And although the catalogue size means that we now host the website externally, we've continued to integrate with the shopping cart and Customer Centre via the NetSuite Servers," adds Willock. "NetSuite's ability to integrate with our IntoSCAPE application and other standard software environments has been a huge plus for us in growing our business."

NetSuite's flexibility means it can accommodate a variety of customisations: "We built intelligence into our e-shots to identify who a customer is when they respond, whether or not they are already logged into our NetSuite system. That customer is then automatically placed into NetSuite as a prospect, thus arming our sales people with more leads."

Above all, Willock values the NetSuite dashboard. "It appears that you can be in more than one place at the same time!" he says. "NetSuite allows me to see the precise correlation between the various sales and marketing campaigns we are running and the sales coming through the door. The total visibility allows us to focus resources where they are needed and do more of what is good for us."

He recently purchased additional bandwidth of email capability — half a million emails a month — and intends to explore NetSuite's sales and marketing capabilities. "I believe it can help make our marketing activities even more relevant," he says.



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