

Company
Advantage Sign Supply

Industry
Wholesale/Distribution

URL
www.advantagesignsupply.com

Headquarters
Grand Rapids, MI

NetSuite Product
NetSuite

NetSuite Users
85

Using NetSuite for
ERP, Accounting, CRM (sales and support), Ecommerce, Advanced Shipping, EDI, synchronized inventory in all 9 US locations

Advantage Sign Supply

NetSuite Helps Advantage Sign Supply Simplify, Strengthen Complex Business

“NetSuite has simplified our company’s operations, given us great efficiency, power, and flexibility, helped us do business on the Web, and has helped unify our customer touchpoints by linking CRM with ERP and Ecommerce. In IT, NetSuite changed our role. We’re not traditional IT anymore -- we now spend our time adding value rather than answering requests.”

— Advantage Sign Supply

Challenge

- Large supplier of sign-making materials and components wanted to attract more franchise customers, improve profitability
- Challenged by more than 15,000 SKUs and frequent price changes by materials suppliers
- Fragmented IT systems forced company to set prices manually, SKU by SKU
- Wanted to be able to negotiate standardized pricing for all franchise stores
- Wanted to be able to quickly change prices to maintain profitability
- Needed better per-product profitability reporting
- Needed more efficient, reliable daily posting capabilities
- Challenged by up to 8,000 orders per month, mostly multi-sku and many requiring inventory from several of the company’s nine U.S. warehouses
- Needed to launch a Website in response to competition

Solution

- Replaced combination of Counterpoint and in-house software with NetSuite ERP, CRM, and Ecommerce applications
- All 85 employees, in field and across nine company facilities, are using NetSuite
- NetSuite Advanced Shipping integrates order management with warehouse software to automate picking, packing, and shipping
- Advantage Sign Supply now using NetSuite partner SPS Commerce for outsourced EDI

Results

- NetSuite has helped cut the time required to set or change prices, from two hours to just 10 minutes for about 500 prices
- Per-item percentage reporting now helps company monitor profitability in real-time
- Daily, monthly postings don’t require system shut-down and backup, as they did before
- Integrated order processing has improved sales efficiency and customer relations by cutting the time required to take orders by 66%
- Electronic invoicing now saving about \$1,000 per month over costs of paper mailings
- Website attracts up to 50 new customers per month, now accounts for 11% of revenues
- Unsolicited Web orders now coming in from across the country and from Latin America
- Pre-set shipping discounts have eliminated errors caused by manual calculations
- Inventory synchronized and standardized across all nine locations eliminates redundant orders, simplifies transactions
- NetSuite saves IT administrative time by giving reporting tools to employees and customers
- End-to-end information integration improves sales effectiveness by sales people current with all customer financial, transactional, and tech-support details

