



Cartridge World

www.cartridgeworldusa.com



At A Glance:

- **Company:** Cartridge World
- **Location:** Emeryville, CA
- **Industry:** Wholesale/Distribution; Franchise; Computer Hardware; Retail

• Challenge:

- World leader in printer cartridge refilling and recycling was using too many manual processes and multiple systems to manage its data
- Increased brand status of the fastest growing franchise in the \$70 billion cartridge industry created strains on visibility and coordination
- Large international presence in 46 countries posed expensive demands on disaster recovery and continuity

• Software switched from:

QuickBooks; external Web store, Excel-based spreadsheets

• Results with NetSuite:

- Saved \$200,000 per year in costs from streamlined inventory worldwide, and from on-demand availability and managed backups
- NetSuite supported a 200 percent collective increase in sales to its 500+ storefronts in the U.S. and more than 1,500 worldwide in 46 countries
- Seamless B2B ecommerce helps avoid expensive re-engineering fees with each new store on boardcent collective increase in sales to its 500+ storefronts in the U.S. and more than 1,500 worldwide in 46 countries
- Providing real-time information and key metrics for the global organization

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The Results:

Cartridge World, the multi-billion dollar leader in printer cartridge refilling and recycling and one of the fastest growing franchisors in North American history in the \$70 billion dollar cartridge industry, has successfully integrated NetSuite into its operations to oversee hundreds of its 1,500 worldwide franchise locations and manage a rapidly growing business.

Cartridge World operates in the fast-paced information technology environment. Advancements in information technology over the past decade have transformed business to be dependent on computers and printers. Consequently, refilling printer cartridges has become one of the fastest growing industries in the world.

After 10 years in the business, Cartridge World began growing at an even faster pace in the early part of the century, and consequently chose NetSuite for its integrated ERP, CRM and ecommerce. The business-to-business (B2B) ecommerce capabilities of NetSuite enable the company's network of more than 500 North American franchise stores to quickly purchase products from Cartridge World via a NetSuite Web store. "NetSuite has become our conduit to our franchisees," says Andrew Peterson, Cartridge World Director of Finance and Accounting. Cartridge World corporate uses NetSuite extensively to market and communicate with the widespread franchisees as well as to track support issues they have — their questions on everything from invoices to how to refill cartridges.

"The first thing I noticed was the global visibility — NetSuite is certainly enabling the senior management team to have a consistent view of everything going on in our worldwide network," says Steven L. Yeffa, CFO. "It allows us to think, act, and work as a single company worldwide." In the process, the company has cut an estimated \$200,000 in annual IT and administrative costs out of its requirements to run an accurate, sustainable business. And NetSuite has supported Cartridge World's 200 percent collective increase in sales to its 500+ storefronts in the U.S. and more than 1,500 worldwide in 46 countries. Much of that is thanks to NetSuite's B2B ecommerce capabilities.

"The most important thing is that NetSuite has made it more seamless for the franchisee to come on board, all without a significant amount of customization on NetSuite," Yeffa

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says. "That allows us to provide better information and more customer service than anyone else in our industry. We offer a complete package and NetSuite is our backbone to offering that package."

The Challenges:

Cartridge World, which refills empty ink cartridges and remanufactures empty toner cartridges for inkjet printers, laser printers, fax machines, and photocopiers with top quality, brand-specific ink and toners; has more than 500 locations open in the United States, with another store opening about every other day. Before NetSuite, Cartridge World used QuickBooks for accounting, and managed sales to franchise locations through an un-integrated third-party product. This coupled with a further un-integrated Web store and manual processes in fulfillment were creating the potential of costly data entry errors. Internal and external databases with no clear links between them were utilized in most departments. The situation was unsustainable for a fast-growing global company trying to stay ahead of business challenges.

The initial inventory deployment was done to avert the keyboard-heavy processes in order fulfillment, which were a constant source of annoyance and costly errors. But the company came to understand that it had other problems that had no clear solution with in-house, on-premise technology, such as the need for business continuity across the widely dispersed organization. "Being global, we have to operate 24 hours a day, and keep communicating information as different roles grow and encompass more tasks," Peterson says.

The Solution:

Cartridge World integrated NetSuite into its worldwide operations to oversee the hundreds of franchise locations and provide real-time information and key metrics for the global organization. When NetSuite was originally installed it was used primarily as an inventory control tool, without leveraging its integrated accounting and customer tracking capabilities. "Andrew and I both had experience with NetSuite in the past, so although neither of us were involved in the decision to bring NetSuite into Cartridge World, both of us understood the power of the tools within the program and decided to re-launch NetSuite internally," Yeffa says. "We wanted to expand the reach of NetSuite into the full workflow process to all of the operations of our business, not just financial records and inventory."

NetSuite has given the organization a chance to stay on top of its rapidly growing business opportunities, without a major up-front capital commitment or expensive re-engineering fees every time a new region or store comes online. To that end, Cartridge World has rolled up its disparate databases into the internal NetSuite B2B ecommerce system and now operates replenishment for franchise locations through the integrated Web store. All Cartridge World's international operations have now converted to NetSuite.

Among its future initiatives, Cartridge World is looking to fully integrate its in-store point-of-sale systems with NetSuite, reducing the need for franchisees to place manual replenishment orders.

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