



## Racing Collectables Club of America (RCCA)

[www.motorsports-authentics.com](http://www.motorsports-authentics.com)



### At A Glance:

- **Company:** Racing Collectables Club of America sells exclusive die cast models and other racing memorabilia to its NASCAR fan members.
- **Headquarters:** Concord, NC
- **Industry:** Sports/Entertainment, Retail
- **Challenges:**
  - Company needed to rapidly transition from “black box” customer service outsourcer to a new provider, using a common software platform with in-house executives
  - Wanted to minimize IT overhead
  - Needed to aggressively expand beyond catalog-dominated business model
- **Results with NetSuite:**
  - NetSuite’s on-demand availability and ease of deployment creates a seamless customer service organization with call center and fulfillment operations split between two states
  - NetSuite’s ease-of-use results in significant savings in IT personnel costs
  - NetSuite supporting aggressive Web store expansion, e-mail marketing, and new trackside retailing opportunities
- **NetSuite Partner:**
  - OZ Development

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*— Barb Zok, Director of Sales  
Racing Collectables Club of America*

### Results

Racing Collectables Club of America (RCCA) adopted NetSuite to manage its customer service, inventory, fulfillment and reporting processes, allowing the company greater control over its operations at a substantial IT savings.

In all, 35 RCCA employees and outside contractors use the NetSuite solution. Its intuitive design has paid off handsomely in productivity and training time. “NetSuite requires minimal end user training—employees can click thru the various fields and screens and quickly obtain an understanding of how to utilize the application to perform their tasks, and that is one of the best qualities to have in a business application,” says Barb Zok, RCCA director of sales.

NetSuite plays a crucial role in providing a seamless customer experience despite operations split between Pennsylvania and North Carolina. RCCA now has complete control and visibility over its operations from a single location, and can stay in contact with its members year-round. “NetSuite has allowed us to communicate with our customers on a more frequent basis by utilizing the marketing campaign/email blast functionality. We often have hot market opportunities that arise outside of our monthly catalog timeframes, and this tool ensures our customers don’t miss out on a new edition to their collections.”

NetSuite’s powerful yet user-friendly design keeps RCCA productive without a large IT organization. “I’m always confident that I can get the reporting and insight I need from NetSuite without having to ask a programmer to add a table or a list for me,” she says. “Our staff can create reports, build the Web store and update products and images, all with zero technical experience.” By maintaining the NetSuite solution without a dedicated IT staff member, RCCA saves significant amounts each year.

 Find out more: contact NetSuite Inc. at 1 877 NETSUITE or visit [www.netsuite.com](http://www.netsuite.com)



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## Challenges

For years, RCCA relied on a third-party fulfillment partner that offered limited visibility into important matters such as customer records and inventory levels. When new ownership took over in 2005, management wanted greater control and visibility of customer fulfillment process, and ownership of the business solution which would be used to manage the customer relationships.

Because RCCA wanted to keep its options open, a solution which could be easily deployed anywhere in the country was high on the list of priorities. The company was also eyeing expansion into race-day retail sales, making mobility and quick expansion important as well. These features needed to be delivered without a major commitment to additional IT overhead.

## Solution

Along with parent company Motorsports-Authentics, RCCA holds licenses for many of the most popular drivers and properties in closed-wheel racing. Implementing NetSuite for the sales of its exclusive, Elite line of die-cast models and other key merchandise has resulted in greater transparency and easier expansion into new channels. “RCCA started as a catalog business almost 20 years ago, but NetSuite has been a key component of our strategy as we branch out to expand our Web store and trackside presence,” Zok says.

NetSuite’s decentralized model enables RCCA to change its customer service operations without a radical systems overhaul. The company recently transitioned inventory and fulfillment from the Pennsylvania location to its North Carolina headquarters through a simple mass record import. There was no need to change software or processes for the customer service staff—physically hauling the inventory took one week, but the records were changed in a day. “The call center still does all our transaction processing, but the NetSuite integration with UPS and OzLink means we now print pick lists and shipping labels here in North Carolina,” she says. “The best part is, we utilized minimal technical support to do any of this for us.”



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