



## Saffron Rouge, Inc.

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



### At A Glance:

- **Company:** Saffron Rouge, Inc.
- **Location:** Guelph, ON, Canada
- **Industry:** Electronic Commerce; Retail
- **Challenges:**
  - Integrate accounting, order processing, and customer support functions into a single system that can handle multiple sales channels
  - Make better use of customer information, mining it to develop efficient — and effective — marketing campaigns
- **Other software considered:** Great Plains, Kurant, QuickBooks
- **Results with NetSuite:**
  - Seamless integration with Amazon.com retail channel
  - Email newsletters generate returns of approximately 600 percent
  - Targeted marketing campaigns generate returns of up to 800 percent
  - Able to integrate Canadian Web site and warehouse with U.S. Web site and warehouse, so all data is in one place and available in real-time

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— Jeff Binder, CEO,  
Saffron Rouge

### The Results:

Saffron Rouge is an ecommerce company who sells organic and biodynamic cosmetics, beauty, skin care and aromatherapy products to the US and Canada. Looking for one application to do it all, including integrating two warehouses, Saffron Rouge chose NetSuite early on as it built NetSuite Web stores catering to Canada and the U.S. and retail locations. The company has accounting, CRM and marketing integrated in one application to save time and manpower. As a result, sales have soared and NetSuite has been able to grow with the company over the past five years.

Since its launch in 2002, Saffron Rouge has expanded into several distribution channels — including Web, phone, a retail store, and a partnership with Amazon.com. At each step of the way, NetSuite has been tapped to help integrate, and grow, the business. “It basically manages our entire system,” says Jeff Binder, Saffron Rouge's CEO. “NetSuite integrates with Amazon.com, so orders come right to us for processing. It also lets us maintain two different sites and two warehouses and integrate all our data in one place.”

NetSuite has proven an effective marketing manager, as well. Email newsletters, generated by NetSuite, average a return of about 600 percent, according to Binder. More recently, Saffron Rouge has started mining the customer data NetSuite collects in order to create targeted email campaigns. These have seen a return of up to 800 percent. “The ROI is very good,” says Binder. “NetSuite's integrated CRM features are a big benefit for us.”

### The Challenges:

Getting any business off the ground is tricky enough, but even before he made his first sale, Binder realized that the right technology could make his job easier — and improve his chances for success. “We didn't want to piece together applications,” says Binder. “When

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you have to tie your ecommerce system with your accounting system it generally requires a lot of work and a lot of investment.”

Before Binder and his wife, Kirsten, could launch Saffron Rouge they needed to find an integrated solution, a platform that would not only tie order processing with accounting, but also could run an ecommerce Web site, track inventory, and offer customer support and marketing features. And that was just for starters. It was also important that the system could integrate with any future sales channels that the company entered. Complicating matters further: Ontario-based Saffron Rouge would be catering to customers in the U.S. as well as Canada, which meant that its ecommerce system would have to run and integrate two sites and two warehouses.

Binder looked at solutions that included Great Plains (now Microsoft Dynamics), Kurant, and QuickBooks — and quickly rejected them. “None of them provided that one integrated system we needed,” he says. When Binder discovered NetSuite, his luck turned. “That it was Web-based was a huge benefit right off the bat,” Binder says. “We have employees in Canada and Massachusetts and needed a system everyone can get on. The integration was certainly an advantage, too. We quickly discovered that we had found one system that could do pretty much everything for us.”

### **The Solution:**

NetSuite provided the tools that enabled Binder to launch his business, but just as important, he says, it provided the tools that enabled him to grow it. Saffron Rouge's Web sites and accounting have been powered by NetSuite since the company's start, but as Saffron Rouge has expanded, NetSuite has been called on to handle more complicated — and more vital — tasks.

When Saffron Rouge launched a sales channel on Amazon.com earlier this year, NetSuite helped smooth out the bumps. “Amazon requires extensive data in order to sell your product,” says Binder. “We worked with NetSuite and a third-party developer, Mercent, to customize NetSuite so that the same item record used in our own database can also be used in Amazon's database. That means that if we change a price in our system it's updated on Amazon automatically.”

NetSuite has also enabled Saffron Rouge to leverage the customer data it collects to create targeted marketing campaigns. “We wanted to segment our customers based on items they've bought from us,” says Binder. “Since we have 650 products, that could get time consuming. But NetSuite lets us run customer queries where we can pick out customers based on what they're buying, when they're buying it, or how much they're spending.”

Mining customer data has proven to be a powerful way to connect with — and sell to — Saffron Rouge customers. “Collecting customer information gives you a full picture of that customer's history with you — you can just pull up their profile, see any issues going on, and go help them. But when you have all this customer information you can also take action on it; for example, you can send targeted marketing emails. That's a big benefit of NetSuite, and it's really working out well.”



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