



Small Concept

www.smallconcept.com



At A Glance:

- **Company:** Small Concept
- **Location:** Atlanta, GA
- **Industry:** Ecommerce/Retail
- **Challenges:**
 - Integrate online and offline sales channels in a system that provides a full spectrum of point-of sale, CRM, ecommerce, ERP, and marketing features
- **Other software considered:**
 - 20 to 30 different packages, including CoreSense, UniteU, Synchronics, Yahoo! Store, MonsterCommerce, OrderMotion and RetailPro.
- **Results with NetSuite:**
 - POS system integrated with NetSuite — eliminating multiple databases and error-prone, time-consuming reconciliation of online/offline sales and inventory
 - HTML email marketing campaigns getting click-through rate of 25 percent
 - Integrated, automated processes mean the business can operate with up to 35 percent less staff
 - Saving \$100,000-plus over the life of the solution
 - NetSuite's robust platform allows the company to look and act like the multimillion-dollar business they plan to be
- **NetSuite Business Partner:**
 - OnSite
 - www.onsitetechnology.com

“Bottom-line: with OnSite's POS solution and NetSuite, I am a true multi-channel retailer running on one integrated platform — accounting, ecommerce, CRM, point-of-sale and peace of mind with an IT staff of zero.”

— *Chuck Utterback, Owner*
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The Results:

In a short time with NetSuite, Small Concept reaped a significant payoff. By integrating multiple features — including CRM, ERP, ecommerce, POS, order processing, customer support, UPS shipping, and marketing — NetSuite enables Small Concept to do business without running multiple systems. That translates to efficiency — and savings of \$100,000-plus they would have spent to get similar results with the various other options. In addition, "we would need 25 to 35 percent more staff to handle all of the manual processes and reconciliations NetSuite lets us avoid," says Chuck Utterback, Small Concept's owner.

NetSuite was bolstered by OnSite's POS (point-of-sale) for NetSuite solution to handle point-of-sale activities — something that none of the other solutions Small Concept evaluated could do. So instead of using a different database for each of its sales channels — retail store and website — Small Concept uses just one. When a sale is made in-store, inventory is immediately updated for the website, as well, and Utterback gets full, real-time visibility of sales from any Web browser. For retailers like Small Concept, this enables efficient inventory management — and better customer service.

The Challenges:

For any startup company, picking the right technology can mean the difference between a smooth, successful entry into business, and total disaster. But for a startup in the retail space, the stakes are even higher. "It's really hard to differentiate yourself in retail, so you want technology that gives you a sustainable, competitive advantage over your rivals," says Utterback. The right platform doesn't just streamline operations, and scale up as business grows, but helps draw that business in the first place.

That's the lesson Utterback learned as he and his wife, Kelley, began Small Concept, a modern upscale boutique offering children's clothing, furniture, gear, toys, and books. With both an ecommerce website and a physical store in North Atlanta, Ga., Utterback

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needed technology that could integrate multiple sales channels — without requiring multiple systems. At the same time, the platform had to be capable of a wide range of functions: not just ecommerce, but purchase orders, marketing campaigns, customer support, UPS integration, and inventory control.

Finding the right product, Utterback knew, was essential, so in his search he left no stone unturned. After initially evaluating 20 to 30 different packages, he narrowed the field to six, and looked at those more closely. None fit each of his criteria.

In NetSuite, however, Utterback found the features he needed — and just as importantly, room to grow. "It was a breath of fresh air to see one system that could do it all," he says. The Web-based architecture was another plus. "As a Web-based system, NetSuite could be accessed from anywhere, which means that we could have employees work on customer cases at home before they come in," says Utterback. "It also meant that we could easily extend the platform as we grew; we just add more PCs." NetSuite powerful customization features were another important benefit. "We could use our own website templates, create custom emails, add all sorts of links and PDFs to product pages — all things that make us stand out from the competition," says Utterback.

The Solution:

Yet one challenge remained: None of the platforms Utterback had considered integrated with a point-of-sale solution. For a business that sold its wares both online and offline, this was a problem. "If we had to use a separate solution for POS, we would need to manually enter data from one platform to another to keep everything up-to-date, and still we'd have gaps," says Utterback.

NetSuite, however, could be integrated with a POS solution — thanks to the work of one of its Solution Providers, OnSite. By linking POS peripherals from vendors like Handheld Products, Star Micronics, and APG, to NetSuite's central database, retailers like Small Concept could scan items and swipe customer credit cards — and have all the information go directly to NetSuite. "You have one central database that tracks everything, both in-store and online and in real-time," says Jeff Schneider, CEO of OnSite. "Changes in NetSuite process, forms and customer data — any NetSuite customization possible — flow right into the point-of-sale solution." By using one database, Utterback is assured that once an item is sold out in-store, it's sold out online, and customers can no longer buy it.

Other NetSuite features have also proved crucial to Small Concept's growing business. "The email campaigns we're doing in NetSuite are getting a good response, with a click-through rate of 25 percent," says Utterback. Moreover, having all customer data in one place means that any employee can instantly view a customer's full history with the store, making it easier to solve problems — and avoid them altogether.

"NetSuite gives a small business a lot of big tools," says Utterback. "And when we grow into a big business, NetSuite will grow with us. It's a robust platform that will let us scale to a multimillion-dollar business with no increase in headcount. And that's a competitive advantage. Bottom-line: with OnSite's POS solution and NetSuite, I am a true multi-channel retailer running on one integrated platform — accounting, ecommerce, CRM, point-of-sale and peace of mind with an IT staff of zero."

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