



Totally Fitness

www.totallyfitness.co.uk



At A Glance:

- **Company:** Totally Fitness

Totally Fitness is one of the UK's hottest and fastest-growing providers of exercise equipment and solutions.

- **Location:** London, England

- **Industry:** E-Commerce, Retail, Sports/Entertainment

- **Challenges:**

- Sage and Salesforce.com required inefficient double-entry, leading to wasted effort and errors
- Sage Line 50 not capable of real-time reporting, limiting business insight
- Previous Sage system unable to properly deal with product returns or multi-site inventory

- **Software switched from:**

Sage Line 50, Salesforce.com

- **Other software considered:**

Sage MMS, Sage CRM, SAP Business One, Microsoft Small Business

- **Results with NetSuite:**

- NetSuite coordinating multi-site inventory, including Internet sales and all customer returns
- Eliminated need for double-entry, improving accuracy and order velocity
- Insight provided by NetSuite now supporting double-digit revenue growth past US\$10 million per year

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*— Rafael Muller, Financial Controller
Totally Fitness*

The Results:

Frustrated by limitations with a Sage implementation that was neither scalable nor integrated with business processes, Totally Fitness worked with NetSuite Professional Services to create a powerfully integrated solution for its fast-growing health and fitness retail operations. With multi-location stock management and shipment control, full customer records and robust, Web-managed accounting, the company is poised to continue its growth by bringing sanity and consistency to its front and back-office processes, an area where the previous accounting-focused Sage Line 50, coupled with Salesforce.com, had let Totally Fitness down.

"NetSuite has really improved the way we fulfill orders, because now everybody in the organisation sees everything and we can organise our priorities," says Rafael Muller, Totally Fitness financial controller. "It has allowed us to create links between our sales and shipment processes, and that has cut down on a lot of the redundant work we had to do with Sage Line 50, where a lot of people would do the same work several times and nobody knew about it." This single view of company data has paid immediate dividends by making every Totally Fitness employee more productive.

The true multi-location inventory lets Totally Fitness manage its distributed and nimble operation efficiently and eliminates guesswork. "Before, all we could do with Sage was use a box intended for internal notes to indicate which items should be shipped from which location. This was inefficient and left the entire operation up to the eye of the warehouse manager, who had to guess at the right thing to do," Muller says. With NetSuite, Totally Fitness now manages orders in a procedural, prioritised manner, saving money on fewer rush shipments and more accurate, on-time deliveries. Reporting visibility to upper management has been significantly improved as well, with real-time insights guiding business decisions on a daily basis.

 Find out more: contact NetSuite, Inc. at 1 877 NETSUITE or visit www.netsuite.com



“Now that we know where we are and where we're going, we can proceed with our aggressive strategy of becoming the number one fitness retailer in the UK. NetSuite will help us get there.”

*— Rafael Muller
Financial Controller
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The Challenges:

Totally Fitness is one of the UK's hottest and fastest-growing providers of exercise equipment and solutions. In its first decade the company has already established itself as a trusted supplier both to individual buyers as well as high-profile institutions from Diageo to Unilever, and to celebrities from Robert De Niro to the Saudi royal family. Backed by customer-friendly policies such as a universal seven-day "peace of mind" return policy on everything they sell, including shoes, Totally Fitness wanted to keep its operations as trim and sculpted as its customers aspire to be.

As the company established its retail presence in 2002 and grew to five store locations, it became painfully clear that the company's Sage-based accounting and stock management solution was inadequate. "We were fine when we had just one retail shop," says Muller. "But once we grew to multiple showrooms and one warehouse, Line 50's client/server architecture made it difficult and expensive to access everything from multiple locations."

The challenges didn't end when Totally Fitness brought on Salesforce.com to manage its sales force automation. As a separate piece of software, the choice of Salesforce.com proved a hassle because as soon as leads were entered into the system, they had to be transferred into another system — Sage Line 50. "It was a waste of time," says Muller. "If the system isn't simple and straightforward then people will simply not use it — which was the case with Salesforce.com."

The Solution:

As the company grew and its stock and locations expanded, the difficulties finally reached a breaking point and it was time to abandon Sage for a new, fully-integrated Web solution in the form of NetSuite. "Really, the need arose much sooner because of the operations Sage couldn't support for us, but when we were spending and growing, the last thing we wanted to do was spend months looking for a new system," Muller says. "But it got to the point where we just couldn't take it because Sage was losing a lot of information. It's no exaggeration to say that we lost quite a lot of money on returns and faulty products because we couldn't give our customers the quality service we wanted to."

Totally Fitness has over two dozen employees using the NetSuite solution for everything from customer contacts to order processing and returns. Coming next: advanced marketing plans powered by NetSuite's CRM capabilities. "We're really looking forward to taking advantage of NetSuite's integrated CRM capabilities now," Muller says. "With NetSuite we already know that at least 5,000 of our customers have spent more than £1,000 with us, and that will help us get the right marketing in front of loyal customers in the future."

NetSuite has given Totally Fitness the clarity and insight it needs to stay on mission — providing top-notch workout equipment to a diverse and discriminating customer base. "Now, we see our stock turnover and availability clearly, and understand our margins at the individual product level — and that's important to a company keeping a half-million pounds (US\$1 million) of stock," he says. "And now that we know where we are and where we're going, we can proceed with our aggressive strategy of becoming the number one fitness retailer in the UK. NetSuite will help us get there."

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