



Computer Warehouse

www.computerwarehouse.co.uk



At A Glance:

- **Company:** Computer Warehouse is a £10m reseller of computer and computer-related products and services in business since 1988.
- **Location:** Brentford, UK
- **Industry:** Computer products and services
- **Challenges:**
 - Out-of-date business data
 - Multiple, separate systems
 - Inefficient processes
- **Software switched from:**
 - Bespoke in-house systems
- **Other software considered:**
 - Sage, Salesforce.com, SAP
- **Results with NetSuite:**
 - 3% margin improvement
 - Instant access to performance metrics
 - Discovered and eliminated unnecessary costs

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*— Simon Ellson, Sales and Marketing Director
Computer Warehouse*

Results

One of the largest Apple resellers in the UK, Computer Warehouse is a £10m reseller of computer and computer-related products and services. In business for 21 years, the company has two divisions: a business-focused professional services division and a consumer-oriented division which has expanded beyond computer products to include a wide range of consumer electronic items.

With NetSuite, Computer Warehouse has a single system to manage its entire business, from accounting, sales and marketing, customer service, stock and fulfilment, to the company’s online web store. Now that all the company’s data is in one place, it has been able to improve efficiency by streamlining its processes and now has a firm grip on how the business is performing. In the past the company made decisions based on data that was up to two months old, using a number of complex spreadsheets to crunch the numbers. Today the management team has detailed real-time information at their fingertips: “With NetSuite everything is ‘now’—the instant access to information is incredible,” said Simon Ellson, director of sales and marketing at Computer Warehouse. “We have an up-to-date view of sales, returns, cash flow and best of all, our profit line. We can see our position right now and make immediate decisions.”

As a result, the company has been able to cut out an enormous amount of unnecessary cost, eliminating more than seven roles in finance, administration and warehousing. But the most profound impact has been on the company’s profit margin. “By being more efficient and having a real-time view of our costs and expenses, we’ve been able to recover 3% on our margin—this has to be the biggest benefit that NetSuite has generated. Using the NetSuite dashboard and some extra KPIs we’ve added in, we’re constantly looking for things we can tune to reduce costs and improve the business.”

Challenges

Prior to NetSuite things weren’t always run so efficiently. The company had three separate systems for accounting, stock and fulfilment, and for its website, all running on a mix of platforms including UNIX and Apple Macintosh. This made even simple things complicated and time-consuming. “If we wanted to add a new product, it needed to be added in three places,” said Ellson.

The management team also had little visibility of costs and expenses. Management accounts used to take up to two months to put together. With NetSuite this is now done in less than a week—vital in a fast-moving world where banks are nervous and it’s critical to know your cash position, warned Ellson.

 Find out more: contact NetSuite, Inc. at +44 (0) 1628-774400 or visit www.netsuite.co.uk



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— *Simon Ellson*
Sales and Marketing Director
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The company began to search for a solution. Although not with Computer Warehouse at the time, Sales and Marketing Director Simon Ellson was close to the management team and was a big influencer in the decision to look at NetSuite. Ellson had used NetSuite in two previous roles and knew just how powerful it could be.

The company considered a number of other solutions, including Sage, Salesforce.com and SAP. But NetSuite was the only solution that fulfilled all the company's requirements for integration and simplicity, as well as the ability to run the system on a Mac.

The Computer Warehouse implementation began on 1st November. Following a managed implementation carried out in conjunction with NetSuite's professional services team, the system went live on 5th January, just eight weeks later, having imported 290,000 customer records with full purchase histories, set up the product catalogue and built a web store that was fully integrated with the company's electronic POS system and with its shipping service provider's system at UPS. “We all worked really hard, but we were ready to go from day one,” said Ellson. “The only thing we added a little later was support for customer services.”

“With the economy the way it was we probably chose the worst time to implement a new system,” said Ellson. “But the impact of NetSuite has been huge: April was our best sales month for well over a year!”

Solution

Today Computer Warehouse is using nearly all available NetSuite functionality, including CRM, accounting, advanced inventory, marketing mailings and campaigns. The company sells in both Euros and sterling and offers full integration with UPS for shipping so that customers can go online to keep track of their orders. Customers can also register online to schedule returns. Computer Warehouse is a big fan of doing things electronically: they use NetSuite's full accounting options including electronic invoices — the company no longer send out any paper invoices.

“NetSuite's ability to integrate with other systems was one of the keys for us,” explains Ellson. With sales of more than £1million per month, and over 50% of payments being made by credit card, the ability to process large numbers of transactions through integration with EPOS systems was crucial. The system is fully integrated with a credit card processing system and is also integrated with PayPal. Customers will soon be able to use Google Checkout too.

The company also needed a system that could be accessed from anywhere. “The owner of our company lives in Switzerland so he can access NetSuite from there really easily. Plus our sales guys are out on the road with their iPhones — the web interface means that they can easily check stock availability and prices from wherever they are.”

Today there are 27 people at Computer Warehouse, all of whom are using NetSuite. “As we've been using the system we've made a few customisations to suit our specific needs, including adding in some our own KPIs and adding a quick search functionality and access to price lists for when our sales team are talking with customers,” said Ellson.

Looking forward, Computer Warehouse is dedicated to getting even more out of NetSuite's functionality. “If it's there, we want to use it,” said Ellson. One such project already in mind is to implement a knowledge base within NetSuite. “We don't have a knowledge base at all today, so we'd like to put the resources in place to make this happen.”

Overall Computer Warehouse is totally satisfied with its decision to use NetSuite. “Everything is so simple compared to the way it used to be,” said Ellson. “For me there isn't any other choice — it had to be NetSuite!”

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