



## BallYard Gallery

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



### At A Glance:

- **Company:** BallYard Gallery
- **Location:** Phoenix, AZ
- **Industry:** Retail
- **Challenges:**
  - Art gallery needed a Web-based system that supports multiple locations
- **Software switched from:** QuickBook
- **Results with NetSuite:**
  - Art gallery has a scalable and more efficient technology infrastructure, resulting in 40 percent productivity gains across the board and more than \$100,000 in IT savings



*“The best decision I ever made was choosing NetSuite.”*

— Brent Bengler, Managing Member

*BallYard Gallery*

### The Results: Grand Slam

Artist Brent Bengler relies on NetSuite to manage his business. Without NetSuite, Bengler estimates he could only produce a couple of custom paintings annually rather than the dozen or so he produces today.

In fact, Bengler says NetSuite has improved productivity at his company around the horn by 40 percent. “If I had to be running around, back and forth, then I’d be busy managing the business of selling art rather than actually creating art,” he says, adding, “The best decision I ever made was choosing NetSuite.”

### The Challenge: Who’s On First

Bengler is managing member of The BallYard Gallery, a retailer of customized paintings and prints. Founded in 1998, the company sells its unique art at two galleries — one in New York’s Shea Stadium and another in Arizona’s Bank One BallPark — as well as over the Web.

Bengler recalls his company’s earlier days when The BallYard Gallery was a struggling minor leaguer in the business arena — that is, when operations relied on a single copy of Quickbooks.

The off-the-shelf accounting software was saddled at BallYard Gallery’s Bank One BallPark gallery. Bengler created artwork from his home office 30 minutes away. This meant he had to make special midnight runs to the gallery just to check on his company’s cash flow. “It was ridiculous,” he says.

Even worse, the cash register and website weren’t integrated into Quickbooks. As a result, BallYard Gallery employees had to re-key sales into Quickbooks every night, as well as make product changes on multiple systems. “When systems don’t talk to each other, there’s all this wasted motion,” Bengler says, adding, “It just goes on and on.”

Bengler knew he needed a more powerful system before he could even entertain the idea of opening up art galleries around the country. “With Quickbooks, you get to the point where you can’t use it anymore — and we reached that point,” he says.

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



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*— Brent Bengler, Managing Member  
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### **The Solution: Play Ball!**

Bengler chose NetSuite in lieu of a client-server solution that he says would've cost him over \$100,000 annually, due to ongoing costs of hardware, software, upgrades, IT maintenance and staff.

Today, Bengler is able to track sales in real time at both locations from his home office. BallYard Gallery employees in Arizona and New York no longer have to make multiple entries or even thumb through massive file cabinets for customer records and photographs.

That's because NetSuite's website tools, credit-card processing features, accounting software and CRM functions (including e-filing) are fully integrated and tap a central data pool. Even cash registers, or POS (point-of-sale) devices, will be integrated into NetSuite. "With NetSuite, all I need when opening up another gallery is a register and a computer with Internet access," Bengler says.

Of course, BallYard Gallery pleases fans by delivering original artwork year after year. To this end, NetSuite frees up Bengler-the-businessman's time ten-fold, which results in Bengler-the-artist's ability to create 12 to 15 new pieces per year. "It's difficult wearing so many hats," he says. "You really need time to paint."