



## Drumbalaya

www.drumbalaya.com



### At A Glance:

- **Company:** Drumbalaya
- **Location:** Bellevue, WA
- **Industry:** Retail
- **Challenges:** Retailer needed a solution that integrated e-commerce functionality with back-end accounting and inventory management.
- **Software switched from:** QuickBooks
- **Results with NetSuite:** Drumbalaya avoided \$10,000+ that would have spent on e-commerce software; more time is freed for running the business and closing big sales.



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— Ed Morin, Owner  
Drumbalaya

### The Results: The Sound of Web Sales

"We wanted something that integrated ecommerce sales and product descriptions with back-end accounting and inventory management," Morin says. "Most integrated shopping carts on the market cost five digits or more. With NetSuite Small Business, though, we got an enterprise-class solution for a few hundred dollars a month."

Today, more than a third of Drumbalaya's sales flow over the Internet and automatically into the back-end system, freeing up Morin to concentrate on running his business and closing big sales. Moreover, Morin and his team don't have to manually synchronize multiple databases every week; NetSuite Small Business is already fully integrated.

### The Challenge: Client-Server Misses a Beat

Ed Morin, co-owner of Drumbalaya, an electronics percussion retailer, wanted to sell state-of-the-art drums and accessories over the Internet but didn't want to spend a fortune on an ecommerce system.

Prior to enjoying the benefits of the NetSuite Small Business, Morin dealt with the vagaries of a client-server system. For starters, Drumbalaya employed a mishmash of technologies and processes that required massive updates.

"Every few weeks, we'd have to dump inventory out of QuickBooks, merge the data with auxiliary product information in a separate, more powerful database, and then load the database onto our Web site, which, in turn, would access it using ODBC and FrontPage," Morin explains. "It was tedious, not real-time, and error-prone."

The Web site didn't even have ecommerce capability, only a toll free telephone number. This meant Drumbalaya's small staff had to field every order—a tough job considering the company served up a thousand SKUs and was growing at more than 70 percent quarter-on-quarter.

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Simply put, without tight integration between the Web and accounting systems, it's difficult to conduct online ordering. "Customers would call up and ask about something that wasn't available because the two systems weren't synced," recalls Charlotte Morin, co-owner. "Every piece of information needed to be changed in both places."

### **The Solution: High-Tech Rhythm**

A friend of Ed Morin ran across an article in USA Today about NetSuite Small Business. Leveraging the hosted service provider model, NetSuite promised to fix Drumbalaya's headaches at a fraction of the price of developing a solution in-house.

Morin, a former data center expert, remained skeptical. "Previously, I underwent a horrid experience of implementing a recurring billing package that cost us at least a quarter of a million dollars in company valuation," he says. "As a result, we were quite sensitive about systems that could be vaporware."

Morin drafted two pages of questions covering security, networking, redundancy, among other technical issues. He spent hours on the telephone with NetSuite engineers. "I wanted to know how they handled Web sales, returns, trade-ins...all the variations," Morin says. "The NetSuite team was very responsive."

Drumbalaya flipped the switch on NetSuite Small Business, and Web sales began to roll in, eventually accounting for 20 percent of the company's revenue. Thanks to NetSuite Small Business, Morin is better able to respond to customer needs, such as creating custom kits and negotiating prices with customers online using CRM tools. "The system is flexible enough to let me do things like kit assemblies," Morin says. "I'm also no longer pecked at with small orders."