



eBabka.com

www.ebabka.com



At A Glance:

- **Company:** eBabka.com
- **Location:** Brooklyn, NY
- **Industry:** Consumer Goods;
Electronic Commerce/Internet
- **Challenges:**
 - Integrating the back end inventory and financial data with the ecommerce store and its various purchase channels, such as Yahoo and Amazon.com.
- **Other software considered:** QuickBooks
- **Results with NetSuite:**
 - Saved \$75,000 in IT integration between eCommerce site, back-end financials and marketing application



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The Results: Opting for the Complete Package

eBabka.com saved at least \$75,000 by opting for NetSuite over competing packages, says CEO Gary Root. Not that there were any systems on the market at that time comparable to NetSuite's broadly based functionality, he says. QuickBooks, for example, was considered and then discarded in favor of NetSuite's 24-hour, 7-day Internet accessibility.

Also by purchasing a complete integrated system, Root says he saved considerable costs in hardware, IT internal resources and systems integration. "I would have had to buy a separate ecommerce system, a separate accounting and financial package and a separate marketing and CRM application, then integrate those systems together and hope for the best," he says.

The Challenge: Establishing a Retail Presence for a Wholesale Company

The bricks and mortar incarnation of eBabka.com has been in existence since 1978. A family owned business (the owner is Root's first cousin) called Aunt Heddy's Bakery, its Babkas and baked goods have attracted a fiercely devoted following over the years.

Over the past 30 years, the company has established a significant wholesale footprint on the Eastern seaboard, reaching down to Florida and across to Chicago. The difference in margins between the retail and wholesale lines of businesses is quite dramatic, he says. "In wholesale the margins are counted in pennies. Compared with the margins on the retail side it is like night and day."

To establish a direct retail presence, the owners decided to sell its products directly over the Internet via eBabka.com. "We could see that it would be a good way to take a mature, established business with a long-standing wholesale operation and enhance the margins substantially."

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



“The marketing functions are nothing short of a cash machine for us. Every time we launch a new marketing campaign the sales just pour in because we are able to fine tune the system in order to target the right customer segment on the right day with the right offer.”

— Gary Root, CEO
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The Challenge: Multiple Channels of Purchase

Root decided to launch his operations on Yahoo's retail site. At the same time, Root was going through the due diligence process for the Web site's IT engine. In fact, NetSuite's partnership with Yahoo was yet another reason why he chose the system, he says.

In particular, he liked the way NetSuite's workflows center around the order - and can take into account multiple order channels. "We had also formed a relationship with Amazon.com, so we needed a very sophisticated order management system to keep track of these channels," Root says. Another bonus to the system is its customization functionality. "It is easy to configure and customize the system to our needs and integrate it with the channels via SMB XML," he says.

The Solution: A Marketing Machine

Indeed, Root says, NetSuite's tight integration between these three essential components to eBabka.com's business model - the ecommerce store, the marketing application and the accounting financials - is the key to the application's success.

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Roots says it is difficult to quantify the value such integration delivers to his operations. "In general I can say it allows us to grow incrementally without having to invest a lot of time or resources into the back end operations."

And the operation is indeed growing - thanks in large part to NetSuite's marketing module. Root calls it nothing short of a "cash machine."

"What is great is that it gives us the ability to present the food product graphically in our presentations." The marketing features also give eBabka.com unprecedented flexibility with its pitches. "We have marketing down to a science with our particular customer base, but it can be notoriously difficult in the food industry to find a system that can match these needs," he explains. With NetSuite, though, eBabka.com is able to send out offers, complete with mouthwatering photos, at key times - like right before lunch.

"It's like turning on a faucet. The money just pours in," he says.