



My Flat in London

www.myflatinlondon.com

At A Glance:

- **Company:** My Flat in London
- **Location:** Frenchtown, NJ
- **Industry:** Retail;
Distribution/Wholesale
- **Challenges:**
 - To integrate sales, production, and inventory data in one place, enabling better planning and service
- **Software switched from:**
ACT!, Microsoft Office, QuickBooks
- **Other software considered:**
SAP, Siebel, QuickBooks, Peachtree, Salesforce.com, custom-built solutions
- **Results with NetSuite:**
 - A one-year ROI in the "hundreds of thousands of dollars"
 - 120 percent improvement in product order-to-ship time



“Not only do we no longer have to hire IT support, or bring in servers, but with NetSuite, one person can do the work it used to take two.”

— Todd Haedrich, President

My Flat in London

The Results:

A NetSuite user since 2004, My Flat in London was able to save "hundreds of thousands of dollars" in just its first year on the system, according to the company's president, Todd Haedrich. "Not only do we no longer have to hire IT support, or bring in servers, but NetSuite lets us do more with less people. Now one person can do the work it used to take two people."

Just as significantly, having all of its sales and inventory data tied together enables My Flat in London to turn orders more than twice as fast as it did previously. "NetSuite has given us a 120 percent increase in our order flow, moving from incoming order to shipped product," says Haedrich. And with its real-time inventory tracking, NetSuite enables My Flat in London to flag out-of-stocks and suggest alternatives — before customers place their order. That not only boosts sales, but customer satisfaction.

A rapidly growing business, My Flat in London also benefits from NetSuite's easy scalability. As a Web-based solution, NetSuite requires no costly in-house IT infrastructure, enabling My Flat in London to give sales representatives access to the system no matter if they are in a hotel in London or a fashion show in Milan. That's no small benefit, says Haedrich: "With NetSuite, it's easy to add people to the system without worrying about all those little IT tasks that can add up to big headaches."

The Challenges:

With the buzz on its chic, luxury handbags growing, My Flat in London saw sales soar, from \$200,000 in 2003 to an estimated \$2.5 million in 2004. Celebrities such as Drew Barrymore and Cameron Diaz were snatching up the bags — designed by Haedrich's wife, Jan — and more and more high-end stores, including Fred Siegel, Stanley Koshak, and Nordstrom, wanted to sell them. But Haedrich knew he could turbocharge the company's growth even more if he had better, and more timely, information on his sales, customers, and inventory. He also knew that with his current infrastructure, he wasn't getting it.

My Flat in London had been using what Haedrich calls a "mishmash" of ACT!, QuickBooks, and Microsoft Office. "These were not the tools we needed to grow our business, as none of the packages talked to each other, and there was no central database," says Haedrich. Tracking sales — not just how many products were selling, but which products were selling — was proving nearly impossible. Zeroing in on the hot

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



“By giving us one global view of our business, and integrating so much functionality, NetSuite has enabled us to be much more competitive.”

— Todd Haedrich, President

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"We'd see sales orders in QuickBooks, but couldn't tie orders to production," says Haedrich. "Nor could we tie production to inventory. All of our data had to get shifted into Excel spreadsheets — we were lucky if the information was 50 percent accurate at any moment. That meant we could wake up one morning and realize we had produced 500 black bags

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