



Poulter Company

www.poultercompany.com



At A Glance:

- **Company:** Poulter Company
- **Location:** Dallas, TX
- **Industry:** Distribution/Wholesale, Retail
- **Challenges:**
 - Manage retail, wholesale, manufacturing, and recycling operations in one system
 - Reduce inventory buildup
 - Reduce downtime and expense caused by Internet hacks and exploits
- **Software switch from:** QuickBooks
- **Other software considered:** Great Plains, MAS 90
- **Results with NetSuite:**
 - All business operations fully accounted for, including recycling
 - Full inventory visibility and transferability leading to reduced stocking levels
 - Using NetSuite on Macintosh computers is saving over \$1000/mo in computer maintenance [origin: \$50/mo and 20 users mentioned]



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The Results: Floored By NetSuite

Poulter Company of Dallas, TX adopted NetSuite in November 2003 and has seen improvements in visibility, inventory carrying, and operational costs, says company Vice President Preston Poulter.

With the help of NetSuite’s accurate inventory tracking and forecasting, Poulter can reduce the amount of money tied up in unsold product. The company currently holds two months of sales revenue in inventory, and the company is well on its way to meet its target to cut that figure in half. “The main reason for accumulating that much was a lack of information, so we’re looking at being able to reduce inventory by a lot,” says Poulter.

By using NetSuite on Apple Macintosh computers, Poulter has dramatically reduced exposure to virus attacks that had plagued the company’s packaged software system. Overall, NetSuite’s efficiencies represent part of Poulter’s plan to cut labor costs up to 20 percent in the months ahead, as well as improve revenue tracking for growing areas of the business. “Before, we were not even accounting for our recycling program,” says Poulter.

The Challenges: One Business, Many Opportunities

Poulter Company has grown from a humble flooring supply company to a flexible, booming business by constantly looking for new opportunities. “Wherever my father saw a profit opportunity, he would set up business,” says Poulter.

But the diverse nature of the business, which has grown to include manufacturing, wholesale, retail, and recycling operations in ten locations, posed a problem for most conventional business application platforms. “That’s one of the things which made it difficult to choose a software package. If we were just in distribution, there were a lot of accounting packages, but they couldn’t handle manufacturing.” The company’s carpet pad recycling service was particularly troublesome to fit into other systems, because the input

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of raw materials and the output of finished goods flows differently than a standard manufacturing process.

Standing pat was also no option. “QuickBooks was just the wrong application for us. We had too many branches, and when we thought we could host it on our server and have different branches use VPN, the application functioned too slow to be of any use,” says Poulter. “Just getting a balance sheet became quite challenging.”

The Solution: NetSuite On the Ground Floor

Poulter Company implemented NetSuite to provide a unified accounting and inventory system for its diverse interests, permitting the firm to focus on growth instead of balance sheet headaches. To speed adoption and improve the quality of information coming from the field, Poulter decided to streamline his desktop computers to favor low-hassle systems.

“I started to look for a computer that was low maintenance, with not much upkeep, and selected the Macintosh,” says Poulter. The company had been victimized by some Windows security holes, and Poulter reached the limit of his patience. “We had our server hacked a couple of times, we had problems with viruses, and we had to pay a \$50 per month maintenance fee for adware, spyware, and virus protection on each machine.”

Poulter decided to purchase eMac computers for each location running NetSuite. The eMacs access NetSuite through the Mozilla browser, which provides protection against certain exploits and vulnerabilities that the company had encountered with Internet Explorer. “Inexperienced computer users will click on things that caused Internet Explorer to accidentally download adware,” says Poulter. This eventually made the PCs unusable until a costly paid visit from an IT support consultant could be scheduled.

Poulter now manages sales, inventory and inter-company inventory transfers, along with recycling operations, purchasing, and accounting on NetSuite. The ease-of-use of the Macintosh combined with the intuitive interface offered by NetSuite has allowed the company to capture more performance information at the point of transaction without additional training. “I’m able to monitor what’s going on better,” says Poulter. “It’s allowing us to compare what one branch is doing versus another branch, and consolidate taxes and the balance sheet, which we weren’t able to do previously.”

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