

High-End Men's Clothier Alton Lane Speeds Retail Growth with NetSuite



ALTON * LANE

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Alton Lane

Company at a Glance:

Location:

New York, N.Y.

Industry:

Retail

URL:

www.altonlane.com

Applications Replaced:

QuickBooks, Erply POS

Solution:

NetSuite Financials
CRM
Order Management

Customer Success:

- High-end men’s clothier has a scalable foundation for omnichannel retail growth and exceptional customer service with NetSuite’s Retail solutions.
- NetSuite has enabled new business control and visibility for the maker of custom-tailored suits, blazers, shirts, trousers, overcoats and more.
- Alton Lane leverages NetSuite’s single platform to support a seamless omnichannel experience across physical showrooms, call center and online touchpoints.
- Showroom associates use unified, real-time customer and order data through NetSuite CRM for personalized, high-touch clienteling during scheduled fittings within showrooms.
- Exceptional customer service and attention to detail made possible in an integrated cloud environment is helping Alton Lane drive repeat business and word-of-mouth recommendations.
- Alton Lane can open a new showrooms faster and more cost-effectively with NetSuite vs. its previous disparate systems.
- With NetSuite, Alton Lane has expanded to seven showrooms in New York, Boston, Dallas, Richmond, San Francisco, Chicago and Washington, D.C., as well as a mobile showrooms in a vintage Airstream RV.
- NetSuite helps Alton Lane manage vendor relationships and transactions with elite suppliers of cotton, wool and cashmere in Europe and elsewhere, and production by overseas tailor partners.

“Being able to connect all customer, order, inventory and financial information has given us a more holistic view of the business down to the smallest details. This level of visibility was just not possible with our previous systems.”

Alton Lane

Challenges:

- Previous environment of QuickBooks and Erply lacked the scalability and functional scope that Alton Lane needed to effectively manage orders and deliver a superior customer experience.
- Lack of integration across systems resulted in limited visibility and lack of a holistic view across the business down to a detail level.
- Alton Lane needed anytime, anywhere access to reliable, real-time data for coordination and collaboration across multiple locations and stakeholders.

Solution:

- Selected over Salesforce.com and SAP, NetSuite offered a unified and richly functional platform that could serve as Alton Lane’s primary system of record.
- ERP and CRM functionality in an integrated cloud system enables end-to-end business efficiency and customer-centric operations.
- Integrated CRM, financials, inventory and order management deliver the highly personalized customer experiences that just weren’t possible before with fragmented systems.
- NetSuite’s unified platform serves as a single record of the truth to deliver a highly personalized customer experience to Alton Lane’s customers.