



Similasan USA

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At A Glance:

- **Company:** Similasan USA
- **Location:** Highland Ranch, CO
- **Challenges:**
 - Replace an outdated, custom-built order-management system with a robust, integrated platform that will help Similasan USA switch from a Mac to a PC infrastructure—and not require new IT staff hires
 - Enable easy integration with the EDI system required by major customers like Wal-Mart and Target
- **Software switched from:**
 - Custom Macintosh-based order-management system
- **Other software considered:**
 - MAS 90, Khameleon Software, Sentai Software
- **Results with NetSuite:**
 - Accounting and sales functions have been integrated without replacing the existing network
 - Sales representatives in the field now have easy access to account information
 - Better integration and reporting features have translated into better organization and increased efficiency

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— Scott Austin, Director of Finance, Similasan USA

Results

For Similasan USA, NetSuite has meant new capabilities without new hardware, allowing it to integrate accounting and sales data while transitioning from a Mac to a PC environment. As a hosted solution, NetSuite has also enabled Similasan to grow its business without adding to its IT department.

“NetSuite allows us to do more without increasing our staff” says Scott Austin, Director of Finance at Similasan USA. “NetSuite has enabled us to be more organized.” That’s proven particularly true for the company’s remote sales representatives, based in Chicago and North Carolina. They can now check on their accounts no matter where they are. “NetSuite allows our national sales force easy access to the data they require regardless of the status of our internal servers and network,” says Dallas Klassen, Similasan’s IT manager.

Challenges

As the North American importer and distributor of Swiss-made homeopathic medications, Similasan USA is used to remedying things quickly. But for the Colorado-based company, alleviating eye, ear, nose, and throat symptoms turned out to be a lot easier than remedying its own sluggish infrastructure. In three years, Similasan USA had increased in size by tenfold, but its custom-built order management system was having trouble keeping up.

“Our previous systems were not integrated leading to poor historical data, inaccurate forecasting and a lengthy accounting process to close each month.” Says Austin. “We needed a new solution if we were to grow our business efficiently and effectively.”

Similasan also needed a system that would help its transition from a Mac to PC network, and could be integrated with an EDI network to transmit invoices and sales orders with mass-market distributors like Wal-Mart and Target. “Our goal was to get onto an integrated system to include all phases of our business and have robust data collection capabilities,” says Austin.

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IT Manager, Similasan USA

In looking for a new solution, Similasan had considered Kameleon Software, MAS 90, and Sentai Software, rejecting all because they were neither hosted solutions nor cross-platform compatible. “That NetSuite is a hosted solution was a definite bonus,” says Klassen. “The other solutions we looked at all required a substantial outlay on new hardware and would force us to rework our whole network.” NetSuite, on the other hand, could work within a hybrid Mac-PC shop. “The cross-platform compatibility was a main selling point,” says Klassen.

Solution

With assistance from the help desk at NetSuite, Klassen was able to customize NetSuite so that it integrated with the company’s EDI system. But even by itself, NetSuite quickly earned its keep: Similasan was able to use NetSuite’s multi-location inventory feature to manage goods located at both Similasan USA’s headquarters in Highlands Ranch, Colorado, as well as at a contract warehouse in Aurora, Colorado.

NetSuite’s CRM features were tapped to track and manage sales, queries, and calls to customer service. Outside headquarters, sales representatives began using NetSuite to check orders and volume on their accounts.

NetSuite’s Executive Dashboard, providing a real-time, single-screen overview of sales, pending orders, expenses, and income has proven particularly handy — and efficient. “NetSuite’s Dashboard provides a quick snapshot of our business performance at any given point in time.” says Austin. “The added ability to customize it by job function makes it a wonderful tool for our team.”



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