



# inoday Redefined the eCommerce Company Operations with NetSuite

Location: USA

## About Customer

An eCommerce company based in the USA, specializing in consumer electronics and smart home devices. It was founded in 2010 and expanded itself from a small online startup to an established enterprise. Most of the customers were from the United States of America.

It has more than 15,000 SKUs in its catalog and manages over 4,000 orders daily (5,000 during peak hours).

The company has established itself as a trusted online retailer, serving the competitive electronics market.

## Business Challenge

The eCommerce company in the USA was operating on a legacy ERP system (on-premises) that had served them well during their early growth phase. However, it created operational bottlenecks later with the surge in traffic and returning customers. The system was only able to handle a limited number of Concurrent Users (CCU), providing a significant problem with the website. It caused lost sales opportunities and delayed order processing.

The eCommerce company also faced challenges in maintaining accurate real-time inventory across multiple sales channels. It resulted in the overselling of the products. Also, its customer service team struggled with fragmented customer data spread across different platforms.

Now, the eCommerce company is prepared for its next phase of growth. However, it has become clear that their current infrastructure would not support their scaling plans. The company needed a comprehensive solution that could handle increased transaction volume, seamless multi-channel integration, and flexibility to adapt to changing business requirements.

## Solutions

Through the successful implementation of Microsoft Dynamics 365 and the adoption of Azure, the financial services company achieved its digital transformation goals, driving improved data management and fostering valuable customer relationships.

### ➔ Migration From On-premises ERP to NetSuite

The implementation process began with a comprehensive data migration strategy to migrate business data from their legacy on-premises system to NetSuite's cloud-based platform.

Before that process, our team conducted a thorough data audit to identify and cleanse data (inconsistent and duplicate data). The data includes 50,000+ customer records and order details from the past 14 years.

To ensure zero data loss and minimal business disruption, the team executed migration in phases.

### ➔ NetSuite Customization (Heavy Level)

The eCommerce company has some unique business needs that require extensive NetSuite customization to match their operational workflows and industry-specific requirements.

Custom scripts were developed to automate complex pricing calculations based on multiple variables. It includes customer tier, purchase volume, seasonal promotion, and competitor pricing data.

The system was customized to support their complex commission structure for sales representatives.

### ➔ NetSuite Integration with Web Portal

A robust integration framework was established to connect NetSuite with the eCommerce company's customer-facing web portal. The integration enabled automatic inventory updates across all sales channels, preventing overselling and maintaining accurate stock levels.

This integration allows customers to access comprehensive account information, track orders, manage returns, and view personalized product recommendations based on their purchase history.

After developing a feature-rich mobile app, the team has integrated NetSuite with the mobile app (Android/iOS). For this, they used a custom NetSuite connector.

### ➔ Enhanced UX and Increase Transaction Capability

To address the transaction limitations, NetSuite's cloud architecture was leveraged. The system can handle up to 50,000 CCU and unlimited daily transaction limits.

### ➔ Client Education and Change Management

A comprehensive training and change management program were implemented to ensure smooth user adoption and maximize system benefits. The program included role-based training sessions for different user groups, from C-level executives to warehouse staff and customer service representatives.

## Result

After NetSuite implementation and customization, they got transformational results to improve operational efficiency and performance. Their revenue increased by 40% within the first quarter post-implementation (Go-live).

With real-time analytics and comprehensive reporting capabilities, the eCommerce company's operations team gained unprecedented visibility into business performance. The scalable NetSuite platform successfully supported business expansion in other regions of the world.