



“SAP did not fit our requirements and Salesforce.com was too CRM focused and didn't have enough back-end power.”

— *Simon Ellson, CEO*
Miglia Technology Ltd.

different currencies — Euros and pounds sterling in the UK and US dollars in Singapore. “I don't want to be bringing product from one currency and start moving it into another, I want multiple currency reports, so I know how much I have in each area,” says Ellson. Miglia will be using NetSuite's multiple currency reporting features soon, along with the multi-currency Web store.

Miglia also confronted the difficulty of scheduling deliveries because their old system wouldn't allow them to electronically receive goods without an invoice. “We couldn't enter a shipment of stock into Singapore for two days because of the time it took to get the invoice,” says Ellson. “It might take a whole week for someone to do all our invoicing.” Miglia's database of customers was a phone log or a pile of faxes or unconnected databases and wasn't available at all locations, making it arduous to match customer preferences against the company's overall plan for products.

Miglia runs in a combined Mac and PC environment so having a Web-based solution that is OS neutral is essential, and Miglia didn't want to hire additional IT staff or relocate anyone to run the system.

The Solution:

Now with NetSuite, Miglia customers can order shipments of products without Ellson and other managers knowing about it. With the appropriate access safeguards, customers can enter their own purchase orders and the company's warehouses in Scotland or Singapore can see the order and fill the sale. Miglia's sales team then sees a screen that alerts them to bill or send an invoice to a customer.

Product pricing can be easily set for either standard distributors or can be tailored to regions and product popularity. “My customers, who can do several hundred thousands in business a month, view a screen with products and prices I have approved, and I use my CEO Dashboard to look at product volumes and top-selling items,” says Ellson. Miglia uses NetSuite as both an operational and a strategic tool to run the business.

“The feature that saves us the most time is giving the customer the ability to enter sales orders,” says Ellson. “Our sales guys don't have to go around negotiating every deal.” Miglia can also set up sales opportunities so customers just have to press one button to convert the opportunity into a sale. The customer doesn't have to go through the process of entering detailed information, as it is already stored in the NetSuite system. This way the customer gets sent a sales order directly while NetSuite generates all the back-end data for Miglia to process and ship the product.

“Eutopia is that now the customer enters his own P.O., it gets picked and packed, shipped via the NetSuite-UPS integration and an e-mail invoice goes to the customer complete with tracking data. All this with no intervention from us except warehouse operations. That's the sort of business we like to do.”

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