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**ORLEBAR BROWN**  
CUSTOMER  
CASE STUDY

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# ORLEBAR BROWN CASE STUDY

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*"We were going through a major period of change management, which was critical for us as a growing business. Installing NetSuite was one of the most important things we did last year."*  
- Irfan Harris, Financial

## INDUSTRY

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Luxury clothing - Tailored, designer swimshorts and resort wear.

## THE CHALLENGES

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- Inadequate systems to drive fast-growing business forwards.
- Current system unable to handle complex product structure.
- Required software for both Macintosh and Windows environments.

## THE RESULTS

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- Priceless in terms of intelligent data gathering.
- Will help drive business forward as it grows.
- Transparency across all parts of the business and locations.

## CHALLENGES

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Orlebar Brown is a relatively new company, having started trading in 2007. Web sales contribute about 35% of their business, while wholesale adds 45% and retail 20%.

With 25 permanent staff across US and UK distribution centres, a retail shop in Notting Hill, London and a webstore, this luxury clothing company did not have an adequate infrastructure to cope with the sudden growth of their business.

As a clothing company, they desperately needed a solution that supported their relatively complex product structure with variations in colour, style and size. Not having this functionality caused problems managing inventory levels and they had no easy way of achieving this other than to create separate product codes for each colour, style and size variation.

In addition, their existing infrastructure ran a combination of Windows and Macintosh-based systems and they soon found they were limited by this. "Not having an integrated system, and using only Sage for basic finance and Excel for inventory, with no link between the two, was a massive risk," confirms Irfan. Maintaining integrity between the various systems was a major challenge. As a result, accessing up-to-date management information was difficult, to say the least. Not only were there different systems to manage and maintain, but there was the added complexity of them running on different operating systems.

## SOLUTION

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The minute Orlebar Brown found out that NetSuite was browser-independent, they knew they had found a viable solution that would support both Macintosh and Windows operating systems.

“NetSuite now seamlessly links up our e-commerce, RetailPro electronic point-of-sale system and outsourced warehouse operations. This provides the company with invaluable real-time management information. It was wonderful not to have to pull information from many different systems anymore,” he says. “Suddenly, we had real-time access to information about what was happening in the business, and we were able to use that intelligently to see what was working and what wasn’t.

“We acquire our products in different ways,” says Irfan. “We either buy finished products or purchase raw materials to custom make our own garments. Each of our products generally has different attributes. In addition,” he explains, “we have to take into account the different seasonality, locations and sub locations within which we work. All of this is now managed directly in NetSuite.”

BlueBridge One started the NetSuite implementation in June 2011, and the project went live on schedule on 1 September 2011. Irfan says: “We gave BlueBridge One our requirements and immediately felt comfortable that they would be able to deliver what they promised. Their understanding of our business, the advice they gave us and their ability to configure and customise the system to support our needs was priceless.

“The NetSuite dashboard provides all the information we need on what is happening each day, from stock coming in, to purchases made, to distribution,” Irfan says. “The solution is affordable, scalable and comprehensive.”

## RESULTS

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Financial Director Irfan Harris says that implementing NetSuite was one of the most successful things the company achieved in 2011. Due to a phenomenal growth curve, Orlebar Brown found themselves in the position of having to change banks, move premises and find a new software system that would meet their needs, all within a few months of each other.

After discovering NetSuite at a trade show and being encouraged to contact BlueBridge One, they were able to find a single integrated business management suite that made the transition so much easier. Says Irfan: "Although we only went live late last year, we are already showing gains in our margins and, as we grow, I am confident we will continue to reap significant benefits going forward."

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*"We are so impressed with what BlueBridge One has achieved for us that we have recommended NetSuite to at least two of our customers."*

*- Irfan Harris, Financial Director*

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# ABOUT BLUEBRIDGE ONE

## WHY WORK WITH A NETSUITE PARTNER?

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There are some key benefits when you align your business with BlueBridge One. Since 2003 we have specialised in partnering with customers to implement NetSuite ERP solutions in the UK and South Africa. We are one of only three NetSuite partners in the EMEA region that maintain an annual 5 Star NetSuite Partner status. What that means for our customers is that we deliver on our promises. As a team we are really proud of our awards, but in terms of the value to our customers when working with us, here's what you can expect.

## COST

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When you buy NetSuite from BlueBridge One, your license cost, discounts and terms are the same as if you purchased NetSuite directly. Purchasing NetSuite with BlueBridge one provides customers with piece of mind that the most cost effective deal is secured, and is one which is best suited to your business model.

## FREE SUPPORT

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BlueBridge One are the only UK NetSuite Partner to offer FREE support to all customers. This is normally a chargeable managed service. But with us, it's free. No catch.

## EXPERIENCE

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As a BlueBridge One customer, you really have the best of both worlds. The full power of NetSuite, with real time data to help you scale faster and smarter, blended with advisory account management, consulting representation, award winning support and certified and experienced NetSuite developers, all in-house to help you grow your business.

## KNOWLEDGE

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Our expertise lies in our people and our team of developers and consultants who annually gain certifications from NetSuite which help maintain our 5 Star Partner status.

Because our team are cross-trained experts for ERP, CRM, and SuiteCommerce and part of integrated teams, it means customers have fast go live dates and reduced costs due to the shortened cycles.

## CUSTOMISATION

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Every customer is different, and they need different views and customised reports to suit their individual business models. Our team includes a diverse group of developers and consultants with backgrounds in many different industries. As a result we bring real problem solving capabilities to the table when looking to achieving your goals on the NetSuite platform. We make sure that NetSuite suits you and not the other way around.

Our range of SuiteApps help solve additional common challenges for our customers. By tapping into these additional tools, our customers find their business workflows are seamless, they see an increase in NetSuite user productivity, and can therefore focus on scaling faster and growing smarter.



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