
WBC

CUSTOMER CASE STUDY

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- Tim Wilkinson, Operations Director

INDUSTRY

WBC is a major supplier of gift and transit packaging to the drinks, deli and hamper trade in the UK and Ireland.

LOCATION

London

CHALLENGES

- Relatively small company that had maxed out on Pegasus system
- Pegasus couldn't sell them any more licences so had to change
- Business had a target of driving 20% of business through the Webstore, which it has far exceeded since implementing NetSuite in 2006

RESULTS

The most important benefit in financial terms is having one record for one client in one solution, including e-mail history and transactional history all in one place. No longer does WBC have to link two bits of software together as they did with their previous solution.

WBC's business is run on e-mail so they needed an e-mail client that had proper integration with Outlook. BlueBridge One developed a proof of concept, then delivered it and tweaked it to ensure it was exactly right.

"The integration with DHL's system has added streamlining to our business that a lot of people could only dream about," says Mr Wilkinson.

The Sales Order Fulfilment button in NetSuite automatically fulfils the order and at the same time transfers all the NetSuite Sales Order information directly to ship@ease so that WBC staff can quickly and easily print shipping labels without having to manually transfer data across from NetSuite.

It also imports tracking numbers back into NetSuite so shipments can easily be tracked directly from within the NetSuite account or Webstore. "We now process orders without data having to be re-entered. The problem can come in if you have multiple databases because, if clients update their address and one database isn't updated accordingly, the parcel could be despatched to the wrong address.

"Having a solution like this, effectively eliminating warehouse input completely, is a big plus and very clever," says Mr Wilkinson. "In addition, although we are primarily a business-to-business company, we do get a few consumer orders. Using the Webstore, we are able to encourage those consumers to place their orders online and have them despatched directly to the warehouse instead of tying up our sales people."

“BlueBridge One has turned NetSuite around to a point where it is now really helping the business, and they have built on, enhanced and added functionality to make it fit and work for us as a company.

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CHALLENGES

By 2006, WBC had used its Pegasus system, which was linked to Goldmine CRM, to its capacity, so they had to find another solution. After considering Exchequer, SAP Business One and a few others, the company chanced upon NetSuite. Following implementation problems with NetSuite direct, WBC followed up a recommendation of BlueBridge One in January 2007 and haven't looked back since.

Explains Mr Wilkinson: “The claims that BlueBridge One made in their pitch were all delivered; they sorted all our problems out and one of their software engineers knew the product better than anyone I've ever come across. They took on board and made a point of understanding our business, which is a critical part of any solution.”

BlueBridge One looked at how things worked to make NetSuite work as best it could within WBC's criteria. The implementation was done in stages, with critical functionality being dealt with first. The two companies worked on bespoke things together and now have a partnership in which various peripherals to NetSuite's core functionality are developed and sold on to other clients.

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SOLUTION

WBC's immediate target was to drive 20% of its revenue through Webstore, a figure they are now regularly exceeding. In fact, thanks to Webstore, WBC had their best year ever in 2010. Mr Wilkinson says there are multiple reasons for this, including the fact that maintenance of the previous legacy solution was very expensive, but the flexibility of Webstore means they are now able to have more internal control over the content of the website.

WBC began to use NetSuite's Advanced Analytics module for integrated search engine optimisation and were consistently returning top three organic searches. "Since then, we have become so strong on SEO that we have now appointed a permanent e-commerce manager in the business but we wouldn't have been so successful in this field if we hadn't had the Advanced Analytics module to get us up and running."

"As we become more electronically marketed, we will see a growth in Webstore sales. We now display prices on the Webstore, which has opened up new marketing possibilities for us because we can quote the differences between the trade price and the Web price. This comes in seamlessly so there is no sales office intervention required.

"The Webstore is invaluable to us in that we have such tight micromanagement of our website as opposed to relying on outside agencies. We are able to put items on sale very quickly, manage movement of those items, indicate live stock levels and immediately reflect any items that might be out of stock."

Mr Wilkinson says the system works very well, especially in Q4 when business is particularly busy. "We wouldn't be able to cope with Q4 volumes if we didn't have seamless integration between our sales force and the warehouse."

"We needed some additional functionality across our multiple warehouses," says Mr Wilkinson. "Together with NetSuite, we have found a NetSuite

Developer Partner specialising in warehouse management systems whose solution we will beta test in the next month. If successful, this will become an integral part of NetSuite rather than simply a bolt-on.”

Staff at WBC have also become experts in drawing reports on anything to do with the business. This would have been difficult and time-consuming with their previous legacy system, says Mr Wilkinson. “We compile very detailed KPIs on a monthly basis and drill down deeply within them to ensure we know what is happening within the business. We can easily see how many people are trading with us at any one time, we have a detailed analysis of sales and sales sources, as well as detailed analysis on new business and their average spend.”

“We have also completely revamped our warehouse and focused on the picking areas. Without the reporting tool within NetSuite, we wouldn’t have been able to do this.”

“We view BlueBridge One as a long term partner, not merely a supplier or a vendor. They are the facilitator of making our systems work and optimising them. NetSuite is constantly being tweaked to keep up with business changes and BlueBridge One is always there to help us. I have the utmost respect for their expertise and they are approachable and amenable to work with.”

RESULTS

- Now has one record for one client in one solution
- BlueBridge One understood the business which was critical
- Integration with DHL sales order fulfilment has added streamlining to the business
- Had their best year ever in 2010 thanks primarily to the Webstore

ABOUT BLUEBRIDGE ONE

WHY WORK WITH A NETSUITE PARTNER?

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

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

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

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

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

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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