WARMUP PLC
CUSTOMER
CASE STUDY

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- Damon Read, Finance Director

INDUSTRY

Warmup Plc. is the UK's leading and best-selling manufacturer of electric underfloor heating products, and one of the fastest growing in the world. Established in 1994, Warmup has since been the floor heating system of choice for over 1 million installations spanning 36 countries worldwide, with new countries being added all the time.

As part of its commitment to product safety, simplicity and long term performance, Warmup invests heavily in research and development. This enables them to always offer the best products backed by market-leading warranties. Warmup products undergo stringent safety tests and are approved to the most up-to-date British, European and international standards.

Warmup has been expanding overseas since 2001 and they are continuing to invest heavily in establishing operations in more countries across four continents, ensuring that all regional and country electrical and product standards are understood and surpassed.

THE CHALLENGES

• Already used NetSuite but had multiple instances running across countries which meant it was difficult to consolidate data.

• Multi-national company with sales force working across multiple currencies, tax systems and reporting needs.

• Not easy to view information simultaneously across different countries and databases.

THE RESULTS

• Ability to consolidate financial data across several countries and currencies easily.

• Easy access of information about multi-national customers.

• Centralised CRM across countries.

• Much greater ability to harmonise efficient processes across international divisions.

• Helped the company's internal efficiency points, making sales generative tasks and efficiencies much quicker which, in turn, means sales responses are quicker.

• Geo Reporting SuiteExtenderTM massively improved the efficiency of sales representatives' visit planning.

CHALLENGES

Warmup is a largely UK-based company but with active subsidiaries in Spain, Germany, the US and Canada. They also sell in to other countries, where they employ agents, so the multi-national nature of the business can make financial consolidation and reporting complicated. Damon Read, the company's Financial Director, explains that the company's US subsidiary had been on NetSuite since 2005 but ran on a different instance of NetSuite from the one used in the UK. "There was a lot of divergence of data fields within the two instances, which led to much duplicate work and it was not easy to access information on the different instances and run similar reports.

"Although we were already running NetSuite, the move to OneWorld was like a new implementation," explains Damon. "We had a divergence of data within the two original instances so, whereas in 2005 when we first implemented NetSuite they looked similar, over time we'd put customisation into the US system that was different from the UK's so the systems had grown apart. This meant there was an extensive mapping and remapping exercise that needed to be undertaken."

In addition, being an international company, it wasn't easy to consolidate financial data across multiple countries, currencies and tax systems. Generating consolidated financial reports was a challenge and previously needed to be performed outside of NetSuite in Excel which wasn't ideal.

SOLUTION

The solution was to move to NetSuite OneWorld. Warmup started by migrating the US data across to the UK as well as setting up a Canadian subsidiary, which was new and barely traded. However, because employees were mostly familiar with NetSuite, there was less training involved – Damon explains that it was more about changes to data fields and terminology than changes to processing or the user interface.

BlueBridge One was involved in much of the implementation of NetSuite OneWorld and Warmup uses several of its SuiteExtenders. Damon says BlueBridge One's expertise, professionalism and quick response made the implementation and subsequent maintenance of the system seamless for what could have been a difficult project with the complexity of the divergent databases.

RESULTS

BlueBridge One was involved in much of the implementation of NetSuite OneWorld and Warmup uses several of its SuiteExtenders. Damon says BlueBridge One's expertise, professionalism and quick response made the implementation and subsequent maintenance of the system seamless for what could have been a difficult project with the complexity of the divergent databases.

In addition, the financial reporting is all in one instance, which makes it easy to report in one easy step across the entire group, no matter what currency is involved.

Other customisations have included implementing a commissions calculator for sales reps which automatically generates their sales history compared to recent sales. NetSuite OneWorld has also helped the company's internal efficiency points, making sales generative tasks and efficiencies much quicker which, in turn, mean sales responses are quicker.

BlueBridge One's Geo Reporting SuiteExtender™ massively improved the efficiency of sales representatives' visit planning."
- Damon Reid, Financial Director

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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