
MOTOCADDY CUSTOMER CASE STUDY

CLOSER TO A WHOLE IN ONE FOR MOTOCADDY

"Importantly, we needed someone we could trust. The process of developing trust is speeded up through inter-personal contact. As a UK based business BlueBridge One was more in tune with this as a cultural requirement and only too happy to come and see us. It was essential for orientation and helped us develop trust quickly."

- Tony Webb, Managing Director

INDUSTRY

Motocaddy was founded in 2004. In 9 years the business has become the largest electric golf trolley brand in the world and is the UK's market leading manufacturer. With a truly global international network distributing to almost every country in the world, Motocaddy is flexible in its approach and uses a multi-channel approach to the marketplace.

The company deploys a sales team on the road in the UK and provides products in other territories through a network of country distributors. Motocaddy products are also available directly, via the e-commerce function of the company's website.

The market for electric golf trolleys is characteristic of many niche products and also has parallels with the top level of the sport it serves: It is strongly contested by a small group of top players. Product innovation is a key factor to staying ahead and a range of refinements and accessories mean that, with Motocaddy, the golf course has perhaps never been a better place to do business.

The company also needs to be highly efficient and requires a centralised system able to deal with every aspect of the business. This encompasses supply chain and manufacturing operations at one end to customer support, servicing and repair at the other.

THE CHALLENGES

Motocaddy was committed to NetSuite, however, it needed support to improve the benefits it obtained from the cloud-based ERP solution. “When I arrived in the business in 2006 NetSuite was fully integrated into the business,” says Managing Director, Tony Webb. “However, we found that it was difficult to obtain the results we needed.”

“Support from NetSuite was ‘virtual’, something that was carried out over the internet by its remote support team. Unfortunately, this did not work for us”, says Tony Webb.

“From our perspective we had invested and were reliant on the solution. What we needed was a UK based company that better understood what we wanted to achieve and could provide the more personal, on-site service we were looking for. Essentially, we were looking for an organisation that could help us to get the most out of our investment in the software,” Tony Webb says.

SOLUTION

As Motocaddy explored how best to improve the results obtained from NetSuite it discovered BlueBridge One. The relationship between Motocaddy and BlueBridge One commenced in 2007. An initial site analysis identified how BlueBridge One could help Motocaddy to get the best from NetSuite.

“Importantly, we needed someone we could trust. The process of developing trust is speeded up through inter-personal contact. As a UK based business BlueBridge One was more in tune with this as a cultural requirement and only too happy to come and see us. It was essential for orientation and helped us develop trust quickly,” says Tony Webb.

Since the relationship began a significant on-going program of work has enabled Motocaddy to get closer to where it wants to be with NetSuite. Much of this program involves developing custom workflows using NetSuite SuiteCloud platform. Many of these provide automation that speed up business processes. The highlights so far include:

- A web-based self-service warranty registration system for end users of product
- Barcode reading through a handheld scanning system
- Carrier integration to produce labels and documentation for shipping
- Communication and invoicing system that covers sales partners and end users
- Royalty system to automate calculations of partner earnings in the billing cycle
- Direct Debit integration for payments in the UK and Ireland
- Web-based service for warranty and chargeable repairs, including full carrier and service centre integration

THE RESULTS

Motocaddy has realised significant cost savings by using the NetSuite application to help optimise a number of key business processes. The services of an experienced UK based NetSuite solution provider that understands both the business and the NetSuite platform has been essential to achieving this result.

“NetSuite has the capability to deliver excellent results, but the Motocaddy experience is that you need the support of a good NetSuite integrator. To release its potential, customisation and localisation is essential,” says Tony Webb.

He continues: “From our perspective one of the biggest assets of NetSuite is that it is web-based. The benefit for us is that the management can access it from anywhere in the world and staff can work from home. The solution provides flexibility and a consistent interface which means we always know exactly what we are looking at which is very important.”

“The stock control is very good in the way it works and fully integrated. It’s pretty foolproof as the stock value is real-time. For us a key part of customer service is NetSuite’s Case Management System which is brilliant. This is where we control all the customer service issues coming in by email. Customer service emails go straight into the system. If it is a new issue it is allocated a new customer account number. If it is an on-going case it is attached to the existing customer account number. This automates our ability to track the history of each case,” says Tony Webb.

Tony Webb is in no doubt about the value BlueBridge One brings to NetSuite. “No system provides 100% of what you need. However, BlueBridge One gets us closer to the ideal of allowing us to manage our whole operation through one piece of software.”

“No system provides 100% of what you need. However, BlueBridge One gets us closer to the ideal of allowing us to manage our whole operation through one piece of software.”

- Tony Webb, Managing 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.



08008 620 243
(+44 1932 300 000 - outside the UK)



www.bluebridgeone.com



info@bluebridgeone.com



Dixcart House Addlestone Road Bourne
Business Park Addlestone Surrey KT15 2LE

