



Sailrite Enterprises

www.sailrite.com

At A Glance:

- **Company:**
Designs and sells products for hands-on sailing enthusiasts. World's first company to offer sails in kit form.
- **Location:** Churubusco, Ind., with additional retail stores in Fort Lauderdale, Fla., and Annapolis, Md.
- **Industry:** Sailing; Manufacturing; Ecommerce
- **Challenges:**
 - Sailboat supplies provider with multiple locations and sales channels faced increasing inventory and administrative costs
 - Previously used Everest Software (iCode) and StarShip, requiring Sailrite to run separate businesses for wholesale and retail
 - Needed an integrated and portable point-of-sale (POS) system for their stores and trade shows
 - StarShip shipping module was cumbersome and broke frequently with rate change updates
 - Lost 1-2 weeks after each Everest release, which required \$6,000 yearly to re-do many customizations
 - No way to charge customers true shipping costs on various bulky items
- **Results with NetSuite:**
 - Reduced inventory up to 30 percent thanks to NetSuite's ability to merge retail and wholesale inventory
 - Eliminated \$12,000 a year on extra admin costs for multiple business channels; now all under NetSuite
 - Uptime went from 80 percent with Everest to virtually 100 percent with NetSuite
 - Assessorial shipping charges being accounted for saves approximately \$23,000 yearly
 - Lightweight POS system supports high volume retail traffic in their stores and at trade shows
- **NetSuite Partner:** OnSite (POS for NetSuite)

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— Matt Grant, VP
Sailrite

The Results:

Sailrite Enterprises, a bricks-and-clicks supplier of sail-making tools and materials to hands-on boat owners, switched to NetSuite and immediately improved its cost controls, efficiency, and productivity. "We also wanted a better accounting package than what we were using before, and we find NetSuite's accounting to be vastly superior," Sailrite president Hallie Grant says. Sailrite's uptime went from no better than 80 percent to virtually 100 percent, provided by NetSuite's on-demand server network.

One of Sailrite's quickest wins, and one which will continue to pay dividends, was the improved shipping integration provided by NetSuite, which for the first time gave the company the ability to pass along shipper surcharges for oversized items to customers. "We have to ship fabric over 60 inches in length, and with UPS or FedEx, that's a surcharge. Before, we had to eat it, there was no way to add the charge just to particular items in our store," Sailrite VP Matt Grant says. "NetSuite takes our product dimensions into account in shipping calculations, so we can add that charge in to our customer's bill, and we're no longer losing money on shipping on a product we sell a lot of. In fact, it saves us about \$23,000 a year. The POS system from OnSite supports all of the benefits that NetSuite provides. So whether the order comes over the phone, through the website, at one of our stores or at a trade show, the processes we use are consistent and centralized."

Inventory management has been greatly improved with predictive reordering, and NetSuite made it possible for Sailrite to merge the inventory for its retail and wholesale operations, which previously had been managed separately. Sailrite's inventory is down 20 to 30 percent as a result, and the company is saving approximately \$12,000 a year on extra admin costs. "The cut in inventory has definitely improved our cash-flow situation," Matt Grant says.

The company also has new insight into its marketing returns. "We had never been able to track our return on Google AdWords-in the past, we were just guessing," Hallie Grant says. "Now we funnel all of the information through NetSuite and print reports, and we know how to improve our online ad buys."

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The Challenges:

Sailrite's business was being held back by inefficiencies and repetition mandated by its former enterprise solution. "Our problem with Everest iCode was that we would customize our installation in order to have customer orders flow directly into our back-end system, but every time there was a new Everest release, we had to spend one or two weeks re-implementing all of our customizations and solve new problems!" says Matt Grant.

The company was unable to take advantage of natural efficiencies and had to maintain separate inventory and software licenses for its retail and wholesale operations. "When we had the two different companies, we were in the same building but transferring inventory from company to company. It was a total nightmare and made it tough to read the books," Hallie Grant says.

Making matters worse, the on-premise requirements of the operating platform were significant, and growing. "Our cost of equipment to run Everest was going through the roof. We were throwing a fortune at our computer room," Matt Grant says.

The Solution:

"One of the big selling points for us was that NetSuite works hand-in-hand with partners, such as OnSite, and customers on any customizations that are made, so we don't have to be concerned about our changes breaking any time NetSuite upgrades the software," Matt Grant says. "And we have already been through one NetSuite upgrade and it was easy, compared to what we were used to. The minor issues we experienced were quickly addressed and resolved by both NetSuite and OnSite."

Sailrite made a smooth transition to a NetSuite-powered e-commerce platform, provided in part by NetSuite partner Gproxy. "I don't think there is a single module we don't use. Our reports are much better and more flexible, the accounting is very flexible, and the shipping integration is a huge advantage for us," Hallie Grant says.

Not only did NetSuite help Sailrite consolidate the administration and inventory of its retail and wholesale operations, but now management can monitor coastal storefronts more easily. "NetSuite's dashboards have allowed us to be much more connected to our operations. Having the POS system data - all our data in fact - reside in NetSuite gives us in-depth visibility and centralized reporting on every facet of our business. Now we can more easily monitor our retail locations in Annapolis and Ft. Lauderdale and see whether it's time to change somebody's hours, depending on how busy the stores are," Matt Grant says.

Sailrite knows its customers—the do-it-yourself sail-making market is quite selective—but the flexibility and productivity NetSuite provides makes it easy for Sailrite to push the envelope and provide more extensive, higher-quality information to both repeat and prospective clients. "Because NetSuite is on-demand, we have idle servers, which we use to provide streaming video tutorials to our customers," Matt Grant says. "Now we can show, and sell, kits that encompass an entire project."



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