



## TonerZone.com

www.tonerzone.com



### At A Glance:

- **Company:** TonerZone.com
- **Location:** Los Angeles, CA
- **Industry:** Distribution/Wholesale
- **Challenges:**
  - Printing supplies distributor needed a system that integrated with third-party shipping systems such as UPS
- **Results with NetSuite:**
  - Distributor saves \$1,600 every month and doubled sales, thanks to improved efficiencies



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TonerZone.com

### The Results: Shipping Satisfaction

With NetSuite and, critically, its pre-integrated solution with package carrier United Parcel Service (UPS), TonerZone.com saves \$1,600 every month. NetSuite also has opened new markets, dramatically improved customer service and increased employee productivity for the company. Sales have more than doubled.

“It’s helped us close a lot of deals,” says Ilan Douek, president of TonerZone.com. “Without NetSuite, I would need five additional people — up to three in shipping and a couple in customer service — to handle our current volume.”

### The Challenge: Inside the Numbers

Headquartered in Los Angeles, TonerZone.com distributes toner, ink cartridges and other printing supplies to corporations and resellers nationwide. All tallied, TonerZone.com offers more than 600 items. The key to success is shipping orders quickly and reliably, says Douek.

But as the volume of shipments grew from 40 boxes per day to around 80 boxes, TonerZone.com realized its methods and computer systems were inefficient. Case-in-point: When an order came in, TonerZone.com’s staff manually had to enter customer information into a 2-user-license accounting system and separate shipping systems.

“It killed me to watch my guys type in the same addresses that I just typed a few minutes earlier,” Douek says.

Meanwhile, TonerZone.com’s office administrator spent most of her time answering around 20 calls every day, from people requesting tracking numbers. She would have to hunt for this information and then read off 18-digit numbers to customers. “When someone called in to find a tracking number, we’d have to take a message or tell them to hold for five minutes while we tried to track it down on our shipping computer,” Douek says.

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Invariably, human errors crept into the process — and customer service suffered.

### **The Solution: Round Trip**

TonerZone.com switched to NetSuite, which ultimately led to improved efficiencies across the board and a spike in sales. For starters, NetSuite provides pre-integration with the UPS shipping system. This means UPS shipping labels are generated automatically, and tracking numbers never have to be entered manually by TonerZone.com employees. Confirmation faxes and emails are sent directly to customers.

TonerZone.com’s website ties into back-end accounting and fulfillment. Customers can log on and receive their customized pricing, as well as check on the status of certain orders. “All these things put us above our competitors,” Douek says. “I’ve never seen anything come close to the efficiencies of NetSuite.”

The automation has freed up TonerZone.com workers to focus on more valuable tasks. For instance, the shipping manager no longer re-types addresses and instead concentrates on optimizing inventory levels. The office administrator uses NetSuite’s e-marketing tools to create and conduct email campaigns — a task that TonerZone.com had been outsourcing to an email management company at a cost of \$75 per month.

TonerZone.com also leverages NetSuite’s customer service tools, such as support cases. With cartridges, there’s an average 2 percent defect rate. Now customers can open up a support case online, and TonerZone.com can manage the process under a single system. This has led to accurate vendor refunds.

Most of TonerZone.com’s shipments are sent via UPS, due largely to efficiencies gained by the pre-integrated feature. With these savings, TonerZone.com has wooed East Coast customers by offering second-day shipping at ground rates.

“Companies back east were reluctant to work with a West Coast dealer because it took five days to ship products,” says Douek. “Now we don’t have to open up an East Coast office, which would have meant carrying double inventory, staff and operating costs.”

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