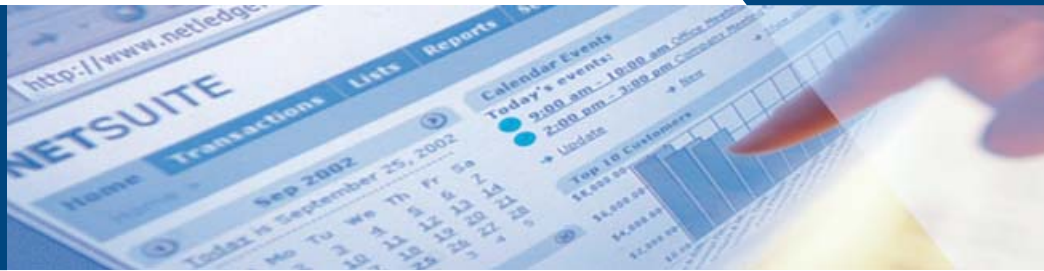




Taylor Stanley Marketing Pte. Ltd.

www.taylorstanley.com



At A Glance:

- **Company:** Taylor Stanley Marketing Pte. Ltd.
- **Location:** Singapore
- **Industry:** Manufacturing; Wholesale/Distribution
- **Challenges:** Distributor of Kitz® Range of Botanical Air Cleaning Products needed cost effective multi-lingual and multi-currency ERP software to manage its expanding global operations
- **Software switched from:** Excel-based spreadsheet
- **Results with NetSuite:** Realized an additional \$20,000 in revenues through the Web store



“NetSuite has made it all so easy for us.”

— *Michael Chua, Managing Director
Taylor Stanley Marketing Pte. Ltd.*

The Results: Creating Awareness, Realizing New Revenues

Since Taylor Stanley has been using NetSuite to run its entire operations, Michael Chua, managing director, says, “All round, it is delivering savings to us because of its integrated suite and its high level accounting features—features that we didn't have before.” Chua says the financial features have helped the company better manage its accounts receivables and cash flow.

One unexpected area in which Taylor Stanley can quantify the value NetSuite has brought to the organization is the Web store, which has recently gone live.

“We developed the Web store mainly to create awareness for our products,” Chua says. “But we can already see it will bring in revenues as well.” Chua estimates the Web store will deliver between \$10,000 to \$20,000 in additional revenues for the first quarter it is in operation.

The Challenge: A New Mission

Taylor Stanley Marketing is the newly established marketing arm of a 30+ year old manufacturing operation based in Singapore. The manufacturing arm has always had strong research and development functions, but little marketing and product positioning. So when Chua and other executives from Taylor Stanley Marketing began searching for a system to support its new operations, they knew there would be a lot of travel ahead.

And that meant a system that could be accessed online.

Chua said there were a few other options they considered. However, none of these applications provided everything online—much less in an integrated platform. “I wanted to be able to be at a client site and look up where his previous order was in the process or what his credit profile might be,” he says. But with a traditional online accounting application, such additional information would not be available.

 Find out more: contact NetSuite, Inc. at +65-6511-6130 or visit www.netsuite.com.sg



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Another issue, not surprisingly given the firm's international client base, was finding an application that could operate in multiple currencies. “All of these factors taken together – online, an integrated system and multi-currency capabilities – can be difficult to find in one package,” Chua says.

The Solution: Integrated Platform, Multi-currency Capabilities

Chua investigated NetSuite because its features matched exactly what he needed.

The high-end accounting, financial, and inventory management features were an additional bonus, he says. “NetSuite provides us with far richer functionality and visibility throughout the organization than I had expected.”

Indeed, the visibility into inventory status has helped the firm build stronger relationships with its distributors. “We are working more closely with them now and they love being able to go into the system to send orders and track progress,” Chua says.

Then there is NetSuite's multi-lingual and multi-currency capabilities. “We bill in U.S. dollars for some of our customers, so the multi-currency feature is very important to us,” Chua says. Starting up a new company is difficult enough even in the best of circumstances, he says. Starting up a new company that is operating across borders only adds to the complexity. “But NetSuite has made it all so easy for us,” Chua says.