



## Smithsonian Folkways Recordings

www.folkways.si.edu



### At A Glance:

- **Company:** Smithsonian Folkways Recordings
- **Location:** Washington, D.C.
- **Industry:** Education, Electronic Commerce
- **Challenge:**
  - Maintain an important ecommerce operation for back-catalogue and newly pressed audio recordings
  - Credit card authorization vendor required organization not keep credit card records online
- **Results with NetSuite:**
  - Integrated, one-stop solution for credit card acceptance and shipping through FedEx
  - Achieved compliance with credit card authorization vendor



### The Results:

Folkways Recordings both sells and manufactures classic, culturally significant, and otherwise hard-to-find CDs and cassettes. Recently, Smithsonian Folkways Recordings turned to NetSuite to keep its ecommerce operation running smoothly. "Since we began offering this service, we had always kept credit card numbers on-hand and charged them when we ordered," says Betty Derbyshire, financial operations manager. "But now for security purposes, the institution's new policy required that we not keep credit card numbers on the system."

To achieve compliance without a disruption in its important online operations, Folkways Recordings expanded its NetSuite installation to include the credit card module. This allowed continued smooth service without changing the customer experience.

### The Challenges:

Smithsonian Folkways Recordings is a division of the world-famous Smithsonian Institution. Although Folkways Recordings is a comparatively small element of the broader Institution, as a cataloguer and ecommerce provider of various audio products, its contribution to Smithsonian revenue is significant. So having a smoothly integrated ecommerce solution was critical to the organization. A change in procedure could have created an annoying or even damaging disruption in service.

### The Solution:

By implementing credit card processing, Smithsonian kept the music playing. "It literally took one day to do it. One day, and we were completely up and running!"

The newly expanded role for NetSuite means that 12 of the division's staff of 15 use NetSuite in some form or another. "The system works wonderfully for us overall," Derbyshire says.

Smithsonian Folkways Recordings now has NetSuite integrated not only with credit card purchasing, but shipping as well, using NetSuite's FedEx module. "It's been very easy to use and fairly intuitive for everyone."

 Find out more: contact NetSuite, Inc. at 1 877 NETSUITE or visit [www.netsuite.com](http://www.netsuite.com)