



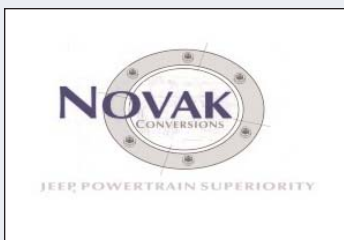
## Novak Conversions Inc.

[www.novak-adapt.com](http://www.novak-adapt.com)



### At A Glance:

- **Company:** Novak Conversions Inc.
- **Location:** Logan, UT
- **Industry:** Manufacturing, Retail
- **Challenges:**
  - Manufacturer needed a single system to manage everything from e-commerce to accounting and inventory
- **Software switched from:**
  - QuickBooks and Database Creations
- **Results with NetSuite:**
  - Ecommerce sales grow from nothing to a third of revenue; product management tools increase bottom line two to three percentage points



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— Eric Forsberg, Vice President

Novak Conversions Inc.

### The Results: Firing On All Cylinders

Eric Forsberg, Vice President of Novak Conversions, is using NetSuite to drive out inefficiencies in his business and to bump the bottom line by as much as three percentage points. NetSuite provides the central data repository for the manufacturer, while handling everything from e-commerce to accounting, sales force automation to inventory management. “All of this for a fraction of the price of a client-server solution,” he says.

### The Challenge: The Road to E-Business

Novak Conversions, makers of Jeep® four-wheel-drive specialty parts, helps hobbyists “soup up” their jeeps and trucks with cutting-edge products. But when it came to running its business, the manufacturer wasn’t as sharp. Simply put, its previous accounting software solutions were clunkers.

Novak Conversions started out using QuickBooks and quickly found the software to be “very anemic,” says Forsberg. “It wouldn’t do half of what we needed it to do.” Novak Conversions mostly sells kits — that is, components bundled together under a single part number — and QuickBooks was “phenomenally poor at supporting kits,” he says.

Forsberg turned to accounting software from Database Creations, but this software also proved burdensome. That’s because the software could only be accessed from one computer. Forsberg used to carry a floppy disk storing stale accounting data when working at remote offices. “I’d just hope that nobody would modify the data while I had the disk.”

The breaking point was the fact that Novak Conversions’ website couldn’t take orders online. Even worse, changes to product data had to be made in multiple areas, such as in Dreamweaver for the online catalog and in the standalone accounting system. That’s when Forsberg decided to switch gears.

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*— Eric Forsberg, Vice President  
Novak Conversions Inc.*

### **The Solution: Supercharged Software**

Novak Conversions turned to NetSuite to solve these problems. The move to NetSuite went smoothly, the payoff immediate. “With NetSuite, I can get into the system from anywhere and in real-time,” Forsberg says. “As soon as you have a sale, it automatically does the accounting and deducts inventory ... and it takes hardly any tuning to keep it going.”

For Novak Conversions salespeople, NetSuite manages the entire sales cycle, from contact management to price estimates and receipts. The result is near paperless internal transactions. On the e-commerce front, NetSuite provides a professional shopping cart, an order-taking form and credit-card processing mechanism. Today, a third of Novak Conversions’ sales flow through the Web. “It’s absolutely showing up on our top line,” Forsberg says.

Having a “tricked-out” IT system, with various parts working seamlessly together, has impressed Forsberg and his team. The Dashboard feature gives various individuals various snapshots about the company’s up-to-the-minute health. An e-fax feature lets people fax documents from any computer connected to the Web, rendering fax machines, fax modems and extra phone lines unnecessary.

And then there’s the simplicity of a single system. “We make a change in one place, and NetSuite changes it everywhere,” he says. “It is the repository for all our data. It is the center of our business.”

Now Novak Conversions is leveraging NetSuite’s kits-and-assembly module to increase margins. The module tracks the lifecycle of a product, from raw materials to the amount of time spent on certain machines or with technicians. All of this enables Novak Conversions to keep tabs on costs and productivity.

“These elements create a bill of materials that help us generate a price for our products,” explains Forsberg. “In the past, we were guessing and then manually adjusting our accounting system to compensate for our guesses.”

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