



## Multivend, LLC dba Vendstar

[www.vendstar.com](http://www.vendstar.com)



### At A Glance:

- **Company:** Multivend, LLC dba Vendstar
- **Location:** Deer Park, NY
- **Industry:** Manufacturing; Wholesale/Distribution; Consumer Products; Food/Beverage
- **Challenges:**
  - Manual order re-keying created errors and mistaken shipments
  - Management had no unified front-office and back-office view of performance
  - Management had no unified or reliable method to track marketing performance
  - Software support costs were spiraling out of control
- **Software switch from:** Goldmine, Visual AccountMate
- **Other software considered:** Salesforce.com, SalesLogix
- **Results with NetSuite:**
  - Saving \$180,000 in annual marketing spend within its core advertising areas
  - Sales increased 15 percent over the same period with the leaner staff and implementation of NetSuite
  - Integration vastly reduces re-keying errors in fulfillment and support

*“The more we learned about the systems out there, the more I was dead-set on getting something that was going to be Web-based.”*

— Ned Weaver, President and CEO  
Multivend, LLC

### The Results

Vendstar adopted NetSuite to create a seamless integration between sales and back-office activities and the company saw rapid gains in sales production and effectiveness while reducing fulfillment and service errors. After just two quarters with NetSuite, Vendstar improved sales productivity 15 percent even amidst a 20 percent reduction in redundant sales staff.

“Our people are becoming more efficient, more productive, and more effective at selling, and we now have a 24/7 sales force because our entire sales group is accessing NetSuite from home—they don’t have to bring home files or paperwork to work on an opportunity,” says Ned Weaver, President and CEO of Multivend, LLC dba Vendstar. Gains in marketing efficiency and productivity have the company on pace for a first-year reduction in marketing spend of nearly \$200,000, with no drop-off in quality leads or conversions.

Vendstar also gained an end-to-end, integrated solution to unify its sales and accounting activities in a single application and database, without additional integration expense. The hosted, access-anywhere architecture allows Weaver and his staff to improve productivity by working from anywhere. “I’m always on the Web—I travel a lot, I’m out of the office, and to access any of this information before NetSuite, I would have to call in and ask someone to look it up,” he says. “I was using up everybody’s time on that aspect. Now I can get any sort of information I want at my fingertips.”

### The Challenges

From its inception in 1990, Vendstar has been a fast-growing player in the world of compact vending machines—first as a route operator, now as a leading manufacturer. Today, Vendstar focuses on perfecting its own vending machine product and selling the units to entrepreneurs looking to build a business. When Weaver became Vendstar’s top executive in 2004, however, he discovered he had a significant problem with his existing sales automation and accounting solutions. “Our service contracts were out of date and the vendors basically said that unless we put in \$40,000 in fees, they weren’t going to help us anymore.” Since Goldmine and Visual AccountMate (VAM) did not provide the integration Weaver was looking for, he decided to explore other options.

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“There was a lot of data getting lost in translation between sales and accounting. We had to print out physical reports and basically recreate the entire sales order in accounting,” Weaver says. “It was unproductive, labor-intensive and brought in errors,” including delays and mis-shipments.

### The Solution

NetSuite fit Weaver’s bill for a single solution that would bring order and productivity to all aspects of operations, at an affordable price and with instant-on, access-anywhere capabilities. “The more we learned about the systems out there, the more I was dead-set on getting something that was going to be Web-based,” he says.

NetSuite has improved Vendstar’s sales pipeline operations, from lead to close. “One of the main things we wanted to do was track lead generation as best as we can, so every time the phone rings we have it tied to a specific marketing source, tracked in NetSuite,” Weaver says. Working with NetSuite partner E-Merge, Vendstar has been able to manage the huge universe of potential vending machine buyers more effectively, cutting \$15,000 per month out of its marketing spend. Accounting rote work on the back-end has been cut nearly in half as well.

A high-volume shipper of both sales opportunity literature and finished vending machines, Vendstar is anticipating using NetSuite-FedEx integration to allow it to more completely close the loop on all sales and partnership opportunities within NetSuite. In the meantime, Vendstar will continue to focus on serving its entrepreneurial market with renewed focus. “I am able to make better decisions and be more confident about the information in the system, and can easily calculate, every time the phone rings, how profitable an individual is being for our company,” Weaver says. “And our sales room is just a lot more effective and efficient than we’ve ever had as a company.”

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