



## GetGeared

[www.getgeared.co.uk](http://www.getgeared.co.uk)



### At A Glance:

- **Company:** E-commerce-based mail order company founded in 2003, with a retail outlet added in 2008
- **Location:** Leatherhead, Surrey, UK
- **Industry:** Retail (motorcycle helmets, clothing, parts and accessories)
- **Software previously used:** Actinic, Quick Books and Proprietary
- **Other software considered:** Actinic Enterprise; Venda; Red; ePages; SAP BusinessOne; proprietary integrations

*“NetSuite provides us with better reporting than I was used to in all the FTSE 100 companies I’ve worked in.”*

—Georg Braun, Managing Director, GetGeared

### Challenges:

- Previously, IT systems had become the key limiting factor to growth
- GetGeared’s system had three shortfalls: not an enterprise system and so highly unstable with no management control; non-collaborative — no backup; and the instability of its Actinic ecommerce software was a big risk to a company 75% reliant on mail order.
- Needed to upgrade IT to allow for growth: to grow from 10 employees / £2m annual turnover, to 25 employees / £5m turnover; and to be the leading ecommerce provider to the two million motorcycle enthusiasts in the UK.
- With 13,000 items being stocked, the need was for lots of order processing via the website, some warehouse management, and multiple access from multiple locations.

### Solution:

- NetSuite replaced Actinic; QuickBooks; and proprietary software. (Other software considered: Actinic Enterprise; Venda; Red; ePages; SAP BusinessOne; proprietary integrations)
- BlueBridge One helped implement NetSuite, in effect overhauling GetGeared’s business processes, over one year, moving from spreadsheets to an enterprise system with financial data.
- NetSuite is universally accessible, integrated, and capable on the front end so what the site’s customers see is equal to what happens at the back end.
- NetSuite provides a growing company with a big business infrastructure, and even better reporting than what the managing director was used to in all the FTSE 100 companies he had worked with.

### Results with NetSuite:

- Business has flourished: Increased items shipped from 17,000 to 24,000 in two years
- Website is incredibly capable now — including real-time stock availability on 13,000 stock items, a robust front end and real-time collaboration.
- GetGeared staff now have absolute real-time information on customers.
- Spreadsheets are gone, so faults that occurred when manipulating data have disappeared.
- Automation has led to more accurate stock data, thus better customer service — thanks to the collaboration tool inside NetSuite which creates a seamless workflow.
- Geography no longer an issue — staff can be located anywhere.

### NetSuite Partner:

- BlueBridge One

Find out more: contact NetSuite Inc. at +44 (0) 1628-774400 or visit [www.netsuite.co.uk](http://www.netsuite.co.uk)

