



DiscountRamps.com

www.discountramps.com



At A Glance:

• Company:

DiscountRamps.com sells ramps, pet travel devices, motorcycle gear, trailer hitches, and other specialty equipment-moving products

• Location:

West Bend, WI

• Industry:

E-commerce

• Challenges:

- Heavy reliance on time-consuming manual processes to maintain inventory and multiple e-commerce sites newly acquired organizations
- Previous accounting package unable to cope with heavy transaction volume
- No real-time access to information

• Software switched from:

QuickBooks Enterprise; spreadsheets

• Other software considered:

Navision, Sage MAS 90, Sage MAS 500

• Results with NetSuite

- All inventory and pricing data integrated across multiple websites from a single source
- Transaction volume growing at 4x the nearest competitor with no system limitations
- Real-time dashboards and reports providing crucial insight to executives when needed most

• NetSuite Partner:

Oz Development
(www.ozdevelopment.com)

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— Joel Lederhause, CEO and Owner

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The Results:

NetSuite has been with DiscountRamps.com every step of the way as growth accelerates, running the company's CRM and ERP functions as well as providing the e-commerce system at the heart of the business. The company logged \$14 million in 2007, up from just \$1 million in 2001, an eye-opening \$750,000 per employee.

Because NetSuite's e-commerce and inventory capabilities are fully integrated, the company can much more easily manage the variable pricing schemes used across multiple sites from a single interface. The company was able to expand from two warehouses to five with no loss in stock visibility. Through eFax and OzLink, inventory and orders are further integrated to produce instant orders and shipping labels for drop-shipping partners who carry specialty items, which eliminates the lag and double-entry error potential present with the previous system. "Our orders are fully automated, even for our drop-shipments, which allowed us to eliminate a lot of redundant effort and kept us from having to re-hire some positions when they came open," says Joel Lederhause, CEO and owner of DiscountRamps.com.

NetSuite's Customer Center capabilities have helped manage the company's customer support calls, as users can now log in and view the status of their orders. "When everything was done manually, we might get as many as 200 calls per day for tracking numbers, which we were often four to five days behind on. Now our customers have all the information they need to see about their orders, and we don't have to add more customer service staff."

By giving the DiscountRamps.com organization enterprise-class capabilities, NetSuite empowers Lederhause to run his business lean and fast, staying ahead of rivals. "We know that compared to our biggest competitor, we are growing at four times the rate with half the employees. That is tremendous growth, and NetSuite has been a big part of our success."

 Find out more: contact NetSuite, Inc. at 1 877 NETSUITE or visit www.netsuite.com



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The Challenges:

DiscountRamps.com sells a variety of equipment for moving people, pets, and vehicles through multiple online channels. Aggressive marketing and targeting are the basis of its success, but with its initial business software, its tailored offers were difficult to manage. A single vendor's products might take an entire weekend to update using the spreadsheets and scripts employed by the old e-commerce system. "We operate 400 domains across 25 active websites, sometimes with different prices for the same item. With our old scripts, pricing changes had to be done by hand, which was expensive and time-consuming," Lederhause says.

A minor upgrade in the early years of the company only put a bandage on the key problem—DiscountRamps.com was simply growing too quickly for small business software. "As we started to grow we moved to QuickBooks Enterprise, which allowed us multiple users, but did not integrate at all into our Web system, so we still had a lot of manual dual-entry," Lederhause says. Being a conventional client/server program, accessing accounting information outside the corporate headquarters was inconvenient and required establishing a VPN.

The company knew it had outgrown QuickBooks when it ran into the program's maximum transactions limit. "First we had to create a different file for each year. Then we ran out of space during October of 2004, which meant that we would have to open multiple versions of the program just to track invoicing in a single year," he says. "We knew then that it was time to scale up to the next level and find an enterprise-class system."

The Solution:

DiscountRamps.com turned to NetSuite in January 2005 and quickly converted its entire business to the on-demand business platform. "We had estimated a six month integration process, starting in January, but by March we were up and rolling with our several thousand items in NetSuite," Lederhause says. "The integration was much easier than we had anticipated."

In addition to the benefits of front- and back-end process integration, DiscountRamps.com has been able to easily integrate its e-commerce efforts with ChannelAdvisor for eBay marketplace selling, which accounts for roughly 10 percent of the company's sales. "We have 3,000 items posted on eBay at a time, which most of our competitors have to do manually to match us. The NetSuite integration makes it automatic, and that is a huge competitive advantage for us."

NetSuite is a lasting and fundamental part of the way DiscountRamps.com has done business for years, and will continue to provide a stable platform for growth into the future. "One of the most important things NetSuite has done for us is change the way I do my job. I am now able to monitor sales statistics, inventory management, and revenue in real-time, and all from dashboards I can define," Lederhause says. "In our old software, that would have taken at least several hours. That's why NetSuite is the first thing I look at when I wake up in the morning, and the last thing I look at before I go to bed."

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