

Company
Child Care Marketplace

Industry
Services, Ecommerce

URL
www.childcaremarketplace.com

Headquarters
Portland, OR

NetSuite Product
NetSuite

NetSuite Users
40

Using NetSuite for
Ecommerce, CRM (marketing) and back-office financials



Child Care Marketplace

Child Care Business Launches From Concept To Execution In Just 5 Months With NetSuite

“We were looking for a solution that would provide a full view of a customer’s business activity with us as well as the agility to implement an integrated ecommerce, CRM, and back office financial and supplier functionality on a very aggressive timeline.”

— Mark Campillo, CTO,
 Childcare Marketplace

Challenge

- Child care industry lacked single-source marketplace supplier
- Aggressive business launch goals to go from concept to execution in just 5 months
- Needed ecommerce capabilities with integrated financials and CRM
- Parent company’s Oracle ERP could not deliver to goals within time or budget constraints

Solution

- Minimal project team able to implement NetSuite, many loaned or shared from other corporate branches
- Achieved necessary integration with wholesale partners and banks
- Migrated all customer data from Salesforce.com to NetSuite CRM
- Forty users on NetSuite solution, most providing part-time support to the Child Care Marketplace business from other Knowledge Universe companies

Results

- Achieved aggressive timetables with NetSuite, shipping product within 5 months of initial commitment
- Child Care Marketplace fully operational within 5 months, ready to serve clients ranging from individual operators to corporate clients with over 100 child care centers
- Intuitive ecommerce interface enabled company to rapidly expand from 200 to 4,000 products
- Robust financial platform giving Child Care Marketplace complete visibility into the health of the company in its crucial early months
- NetSuite CRM providing 360-degree view of customers, enabling Child Care Marketplace to craft marketing and merchandising offers to wide range of clients