



Vintage King Audio

www.vintageking.com



At A Glance:

- **Company:** Vintage King Audio
- **Location:** Ferndale, MI
- **Industry:** Retail; Audio recording equipment

“We would not have been able to grow like this without NetSuite or something very much like it. And in the years we've been with NetSuite, it's obvious that its employees are passionate about the product and the direction it's headed.”

— Andrew Nehra, CEO
Vintage King Audio

Challenges:

- Startup audio dealer's growth as a company hindered by QuickBooks
- Home-grown software system wasn't integrated, created chaos among employees
- Adding new locations was difficult without Web-based software
- Needed power e-commerce functionality

Solution:

- Switched to NetSuite's one system in 2004, and going on strong ever since
- Company now completely virtual, in large part thanks to NetSuite
- Multi-location inventory allows for dynamic management of products in its NetSuite Web store and via all selling channels
- Customization capability of NetSuite is second to none
- CEO can see everything in one glance: status of finances and checks written, inventory, sales, marketing campaigns, and support cases
- Vintage King Audio has appreciated NetSuite's own support team and their ability to answer questions quickly, intelligently

Results with NetSuite:

- Grew from 10 to 40 employees in 6 locations worldwide, with two more on the way
- Multi-location inventory saving at least \$25,000 a year in employee costs
- With 4,000 inventory items in NetSuite, can make changes on the fly, saving many, many hours
- E-mail campaigns simplified the company's marketing, saving money and time. For example, can generate an email flier, track it, act on it, invoice them, all in NetSuite — instead of needing a third-party software package
- On-demand nature of NetSuite saving costs for servers, maintenance and backup; data is protected by NetSuite and don't have to hire extra IT person

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

