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## **Edible Blooms Grows Stronger and Sweeter With NetSuite**

Edible Blooms, the fast-growing edible bouquet company that is expanding rapidly across Australia and New Zealand, is using NetSuite to power its end-to-end business operations from accounting/ERP to customer relationship management and Ecommerce.

Since going live on NetSuite in September 2008, Edible Blooms streamlined its operations significantly and gained unprecedented visibility into its business. NetSuite's on-demand, Web-based architecture has also enabled the company to move into new markets.

Edible Blooms is the brainchild of entrepreneur Kelly Baker. "My business advisor told me that if I didn't get a better IT solution, she would simply quit!" said Baker, founder and managing director. "She said it half in jest, but she was serious. Our whole premise in building this company was to do as much as possible with as few people as possible. We needed the best system out there. Once we learned about NetSuite, we realized that it was what we were looking for. It was the only way for a company like ours to grow and thrive."