

SADDLEBACK LEATHER

Leather Goods Retailer Saddles Up with NetSuite



COMPANY

Saddleback Leather

LOCATION

San Antonio, Calif.

INDUSTRY

Retail, Fashion

APPLICATIONS REPLACED

QuickBooks, Excel, Salesforce.com, homegrown ecommerce website

SOLUTIONS

[NetSuite OneWorld](#)
[SuiteCommerce](#)
[Inventory Management](#)
[CRM](#)
Warehousing/Distribution
Marketing

"Because of the functionality inherent in NetSuite, we're able to do things we could never do before."

— Saddleback Leather

CUSTOMER SUCCESS

implementing NetSuite in 2011 to replace QuickBooks, Excel, Salesforce.com and a homegrown ecommerce site.

- [NetSuite SuiteCommerce](#) powers operations for online retailer of rugged and distinctive leather bags and goods with full integration of web store with back-office inventory, financials and [CRM](#).
- Saddleback has new capabilities to deliver a rich and immersive shopping experience across multiple devices with SuiteCommerce relaunch in 2014.
- Responsive web design in SuiteCommerce delivers a mobile-optimized experience for smartphone and tablet users.
- SuiteCommerce enables image zoom, 360-degree rotating views and alternate images important for customers examining the craftsmanship of leather goods.
- With SuiteCommerce relaunch, Saddleback has increased sales, conversion, time on site and page views per session, with reductions in cart abandonment and single-page bounce rate.
- [NetSuite OneWorld](#) supports financial consolidation, multi-currency transactions and local tax compliance with wholly-owned product manufacturing subsidiary in Mexico.
- Multi-subsidary management capabilities in NetSuite OneWorld enable management of three related business entities under a single virtual parent.
- Real-time, on-demand visibility into critical business metrics enables hands-on management and greater responsiveness to challenges and opportunities.
- Saddleback Leather saves two employees previously required for inventory forecasting with SuiteApp solution from NetSuite partner Valogix.
- Inventory volumes have been reduced 25% with joint NetSuite/Valogix solution.

CHALLENGES

- Previous custom-built web store was difficult to manage and scale and lacked integration with back-office inventory, financials and customer records.
- Disconnected systems between front and back office hurt efficiency and productivity and held Saddleback Leather back from realizing growth potential.
- Lack of cross-departmental visibility into key business metrics and excessive time wasted on manual data entry and manipulation.

SOLUTION

- NetSuite was selected as an integrated cloud solution for ecommerce, order and inventory management, [financials](#), CRM, warehousing and distribution.
- NetSuite OneWorld deployed to manage Mexico-based manufacturing operation with financial consolidation, multi-currency transactions and local tax compliance.
- Merchant gateway SuiteApp solution from NetSuite partner CyberSource streamlines and secures ecommerce transactions.
- The NetSuite platform enabled Saddleback to fully integrate a mission-focused business called [www.Love41.com](#) into the slipstream of its other subsidiaries.