



## VergePoint Inc.

www.vergepoint.com  
 www.petaroo.com  
 www.projectorlampcenter.com  
 www.bigscreencenter.com  
 www.mountcenter.com  
 www.memoryfoam.com

### At A Glance:

- **Company:** VergePoint Inc.
- **Location:** Atlanta, GA
- **Industry:** Ecommerce
- **Challenge:**
  - Integrate multiple Ecommerce sites into a single platform that can automate order fulfillment and manage CRM, accounting, inventory, and more
- **Software switched from:** QuickBooks Enterprise
- **Other software considered:** Everest
- **Results with NetSuite:**
  - Ecommerce sites have seen more than 300 percent growth in revenue
  - Staffing needs are half of what they would be without NetSuite
  - Uptime of 99.9 percent — with no need to maintain or upgrade servers
- **NetSuite Business Partner**
  - B2BGateway
  - www.shannonsystems.com



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— Jason Prance, Vice President of IT  
 VergePoint Inc.

### The Results:

By linking all of its Web stores to NetSuite manage its order fulfillment, CRM, accounting, and purchase order processing, VergePoint has been able to grow its business 10 to 15 percent per month. NetSuite's automation has enabled the company to run with half the employees it would otherwise require, and without any need to maintain, and constantly upgrade, expensive servers.

"NetSuite has helped take our business to the next level since its implementation in August 2005, when QuickBooks was no longer enough," says Jason Prance, Vice President of IT at VergePoint. "Since then, our brands have seen a 300 percent growth in revenue. NetSuite is an essential part of business for our ecommerce websites, call center, and warehouse."

### The Challenges:

By 2005, VergePoint was discovering that growth could be a double-edged sword. The ecommerce company — a family of successful Web stores including www.projectorlampcenter.com, www.bigscreencenter.com, and www.mountcenter.com — was growing rapidly, and new stores with new product lines were in the works. But QuickBooks Enterprise, the software package VergePoint had been relying on, wasn't enough to move more products, and work with more vendors and customers anymore.

"QuickBooks wasn't cutting it," says Prance. "We couldn't communicate with our vendors the way we needed to; we couldn't have more than 15 concurrently. The package was allowing us to make horrible accounting mistakes, and it had non-existent integration with our Web stores."

VergePoint's existing sites relied on drop-shipping from over 200 vendors. But because QuickBooks didn't automate the process, purchase orders would have to be created manually by VergePoint's staff — a time-consuming and error-prone process. Worse, the

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company's newest site, [www.petaroo.com](http://www.petaroo.com), an online pet supply store, required VergePoint to warehouse and ship its own inventory. "There was no way we could fulfill customer orders in less than two weeks," says Prance. "We had to get it down to 24 to 48 hours."

Clearly, a more robust software package — one that would enable better communications with vendors, more efficient order processing and tracking, tight integration with the different online stores, and top-notch accounting features — was in order. But the first package VergePoint looked at, Everest, had problems of its own. "We would have to install and maintain it on our own servers," says Prance. "That's not what we were looking for, because we didn't want to be an IT sweatshop."

"We needed something powerful, customizable, and flexible," says Prance. "By using NetSuite's SuiteFlex tools we could use our ecommerce software and integrate with NetSuite using XML so everything works together seamlessly. It's the crucial advantage NetSuite has over everyone else: Not only does it automate your whole sales process — whether you're doing drop-ships or sending out inventory yourself or both — but its integration tools let you work with any kind of website you want."

#### The Solution:

Teaming with Kevin Hoyle at B2BGateway/Shannon Systems, a NetSuite business partner specializing in integration, VergePoint was able to create all the necessary mapping between its ecommerce sites and NetSuite and get the system up and running quickly. "Now everything goes from our websites to NetSuite seamlessly," says Prance.

NetSuite's automation enables the VergePoint sites to grow business without time-consuming and error-prone paperwork. "NetSuite automates everything," says Prance. "If an order comes in for three items that need to be drop-shipped and one that needs to come from our own warehouse, it will automatically send purchase orders to the vendors who need to drop ship and tell our warehouse to ship the other item. This kind of automation allowed us to grow. If we had to do everything manually with the volume of sales we have now, our staff would be nearly double."

NetSuite's flexibility not only allowed VergePoint to link it with all of the company's Web stores, but to create custom tools that help its staff cut down on errors. For example, under QuickBooks, VergePoint's sales representatives often forgot to mark orders as terms (for cash sales) or as a credit card transaction. "Using NetSuite we were able to put in a bit of Java to create a pop-up window that reminds them to choose credit card or terms," says Prance. "Now they don't forget, and we don't get mistakes."

With NetSuite linking orders and customer information in one system, VergePoint is able to respond to queries in a faster, more accurate manner. "If someone calls about a shipment we can look in NetSuite and immediately see which of our 200 vendors we need to contact," says Prance. "We call them, get tracking information, find out what happened, and get it all to the customer right away. We use NetSuite religiously for this."

The system has proven so successful for VergePoint that in January 2007 it launched yet another Web store, [www.memoryfoam.com](http://www.memoryfoam.com), using NetSuite as the accounting/ERP solution. "What NetSuite gives us is the ability to grow," says Prance. "It's an integral — and indispensable — part of our business."

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