



Cartridge World North America

www.cartridgeworld.com

www.cartridgeworldusa.com



At A Glance:

- **Cartridge World:** Refilling Makes \$\$\$ and Sense ®
- Ranked #21 Fastest Growing Franchise in *Entrepreneur* Magazine
- Ranked #62 Of the Top 500 Franchises according to *Entrepreneur* Magazine
- **Location:** Emeryville, CA
- **Industry:** Franchise; Wholesale/Distribution; Computer Hardware; Retail
- **Challenge:**
 - *Entrepreneur* 500 fast-growing brand status created strains on visibility and coordination
 - Manual processes in fulfillment created costly data entry errors
 - International presence posed expensive demands on disaster recovery and continuity
- **Software switched from:** QuickBooks; external Web store
- **Results with NetSuite:**
 - Saved \$50,000 a year in costs from streamlined inventory processes
 - Saving an additional \$150,000 per year from on-demand availability and managed backups
 - Providing real-time information and key metrics for the global organization

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Cartridge World

The Results:

Cartridge World, a franchiser of ink and toner cartridge refilling and remanufacturing stores, has successfully integrated NetSuite into the core of its North American operations to oversee hundreds of franchise locations and manage a rapidly growing business. Beginning in the warehouse, NetSuite is now used by 25 employees for everything from franchise sales to everyday order fulfillment, as well as technical support management for franchisees. "NetSuite has become our conduit to our franchisees. We use it to market and communicate with them as well as to track support issues they have — their questions on everything from invoices with us to how to refill cartridges," says Andrew Peterson, Director of Finance and Accounting at Cartridge World North America.

"The first thing I noticed was the global visibility — NetSuite is certainly enabling the senior management team to have a consistent view of everything going on in our worldwide network," says Steven L. Yeffa, CFO. "It allows us to think, act, and work as a single company worldwide." In the process, the company has cut an estimated \$200,000 in annual IT and administrative costs out of its requirements to run an accurate, sustainable business.

"The most important thing is that NetSuite has made it more seamless for the franchisee to come on board, all without a significant amount of customization on NetSuite," Yeffa says. "That allows us to provide better information and more customer service than anyone else in our industry. We offer a complete package and NetSuite is our backbone to offering that package."



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



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The Challenges:

At the time of this profile, Cartridge World has 412 stores in the US alone, with another 200 under construction and plans to open at least 20 in addition to that in the United States this year alone. Before NetSuite, Cartridge World North America ran its operations on QuickBooks and managed sales to franchise locations through an un-integrated third-party Web store. Internal and external databases with no clear links between them were rampant. The situation was unsustainable for a fast-growing company trying to stay ahead of business challenges.

The initial inventory deployment was done to avert the keyboard-heavy processes in order fulfillment which were a constant source of annoyance and costly errors. But the company came to understand that it had other problems that had no clear solution with in-house, on-premise technology, such as the need for business continuity across the widely dispersed organization. "Being global, we have to operate 24 hours a day, and keep communicating information as different roles grow and encompass more tasks," Peterson says.

The Solution:

It turned out Cartridge World already had the solution to its problems in-house, but it was not being used to its fullest potential. NetSuite was installed but used primarily as an inventory control tool, without leveraging its integrated accounting and customer tracking capabilities. "Andrew and I both had experience with NetSuite in the past, so although neither of us were involved in the decision to bring NetSuite into Cartridge World, both of us understood the power of the tools within the program and decided to re-launch NetSuite internally," Yeffa says. "We wanted to expand the reach of NetSuite into the full workflow process to all of the operations of our business, not just financial records and inventory."

The entire Cartridge World family is nearly 1300 stores strong in 28 countries and growing fast. Adopting and recommitting to NetSuite has given the organization a chance to stay on top of its rapidly growing business opportunities, without a major up-front capital commitment or expensive re-engineering fees every time a new region or store comes online. To that end, Cartridge World has rolled up its disparate databases into the internal NetSuite database and now operates replenishment for franchise locations through the integrated Web store. The Australian operations have recently converted to NetSuite for region control, with Europe slated to go live on NetSuite as well.

Next up for Cartridge World is to fully integrate its in-store point-of-sale systems with NetSuite, reducing the need for franchisees to place manual replenishment orders. "Our goal is to generate sales orders based on their inventory in order to keep them constantly stocked," Peterson says.

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