



## Case Study >> ZORO Tools

### ZORO Tools Plugs into the Cloud for Seamless Procurement and Integration

ZORO Tools is a wholesale distribution company that markets exclusively to the unique needs of small business customers. The company has a simple mission: Help small businesses stay competitive. ZORO Tools sells over 200,000 products from their online storefront, all offered at everyday low prices. In addition to wanting to optimize its customer experience, it also works to streamline its supply chain processes, including integrating with its key suppliers. ZORO first turned to NetSuite to improve its overall procurement processes and supplier management. It then implemented a cloud-based B2B Integration Platform from Hubspan, a strategic NetSuite partner, to quickly and easily exchange electronic documents with its supplier community.

#### **The Challenge: Large Transactional Volumes with Growing Supply Chain**

ZORO needed to exchange procurement messages with its supplier community, which included small to very large trading partners. Suppliers had to manually enter all information received from ZORO via email. Any integration solution needed the capacity to grow with them as they added suppliers to their community. More supplier AND more documents beyond their initial 850, 855 and 810, (Purchase orders, invoices and purchase order acknowledgements) would eventually be required. Since ZORO Tools is an online retail (B2B) store they were concerned with the high costs associated with transactional volumes, and therefore, did not want to use a traditional EDI VAN model that tends to carry heavy transaction or character fees. A system which ignored transactional volume and could integrate with NetSuite seamlessly became a paramount primary requirement. After having implemented NetSuite, ZORO liked the cloud approach, which suited its budget, limited IT resources and need for agility, and ideally, wanted the integration solution both in the cloud and managed for them.

#### **The Solution: Extending NetSuite with B2B Cloud Integration**

After reviewing several potential partners ZORO Tools chose Hubspan as their integration partner. As a cloud-based integration platform delivered as a managed service, Hubspan provided the agility and on-demand messaging, as well as ability to start with one connection and grow when ready. In addition, Hubspan offered a special integration adapter for NetSuite based on the inherent capabilities of NetSuite and business user requirements. The adapter includes a light-weight agent which sits in the NetSuite instance and sends data from NetSuite to Hubspan where processes and policies can be managed along with translation and routing of messages to customers and partners. Functioning as a fully managed service, Hubspan sits in the background ensuring seamless B2B data flow. Hubspan is not a VAN (Value Added Network) although we can interconnect with any.



COMPANY: ZORO Tools

WEBSITE: [www.zorotools.com](http://www.zorotools.com)

INDUSTRY: Wholesale Distribution

#### CHALLENGE:

- Needed to exchange procurement messages, ideally in real time, with supplier community that included small to very large partners
- Wanted to leverage new NetSuite investment but largest supplier demanded documents be delivered and sent in SAP format
- Needed to eliminate manual processes
- Did not want to use traditional EDI VAN provider but find a cloud solution that was cost-effective and would scale with their business and needs

#### SOLUTION:

- Hubspan B2B Cloud Integration Platform and the Hubspan Integration Adapter for NetSuite
- Integrated purchase order, invoice and acknowledgement process via the Hubspan cloud
- Seamless mediation between NetSuite formats and the multiple applications and systems of ZORO's suppliers

#### RESULTS AND BENEFITS:

- Fast on-ramping and connectivity – integration in weeks
- Ability to start small with one major supplier and scale as needed
- Cost-effective subscription pricing based on per connection with no transactional fees or limits
- Fast response and support by Hubspan team

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## **The Results: Automated Business Processes, Increased Efficiencies and Easy Scale**

Now ZORO exchanges purchase orders and invoices directly from NetSuite over the Hubspan B2B cloud and receives PO acknowledgements via email. ZORO plans to add more suppliers to its integration community to fully leverage its NetSuite functionality and automate its supply chain processes. As ZORO Tools continues to grow, they don't have to be concerned with transactional volumes, plus they can add documents, alter document flow and processes as their business needs change. Hubspan enables ZORO to integrate both buying organizations and suppliers to their respective communities, including 3PL (3rd Party Logistics Providers), factors and more! As ZORO President Yugo Kanazawa expressed: "I chose Hubspan because of their delivery model, experience with our suppliers and their ability to get us running faster than any other company, and I have been very impressed with their support and responsiveness."

## **About ZORO Tools**

ZORO Tools has a simple mission; Help small businesses stay competitive! ZORO Tools has all of the products that customers need, and it offers every single one of them at an everyday low price. ZORO understands the importance of saving time and keeping costs low. ZORO Tools has all of the products that the "big guys" have, and it offers every single one of them at an everyday low price. There are no complex discount structures to understand and no hidden costs. Every customer pays the same low price for an item – whether you want to buy one – or one thousand! ZORO Tools believes that the key to success is to always put their customers first.

*"I chose Hubspan because of their delivery model, experience with our suppliers and their ability to get us running faster than any other company, and I have been very impressed with their support and responsiveness."*

—Yugo Kanazawa  
President,  
ZORO Tools

## **About Hubspan, Inc.**

A strategic NetSuite partner, Hubspan is the leading B2B cloud integration provider. The Hubspan Integration Adapter for NetSuite allows you to exchange electronic documents and real-time messages with suppliers, customers and partners. Hubspan offers a powerful alternative to traditional integration solutions or EDI VANs with a cloud-based solution delivered as a managed service. The Hubspan adapter leverages NetSuite's SuiteTALK Web Service interface to enable seamless cloud-to-cloud transactions between a company's NetSuite instance, the Hubspan B2B cloud, and your business communities. With Hubspan, you never have to worry about the business rules, formats or protocols used by your partner community, and the Hubspan solution is priced by partner connection with no per transaction fee or transactional volume limits. For more information, go to [www.hubspan.com/netsuite](http://www.hubspan.com/netsuite) or email [netsuite@hubspan.com](mailto:netsuite@hubspan.com).



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