NETSUITE

Northern Brewer

NetSuite Helps Homebrew Business Boost Efficiency to Prepare for Growth

> " Before Retail Anywhere we shipped inventory to our stores on a weekly basis. Now that Retail Anywhere and NetSuite are integrated, we ship on a daily basis—this improves our customer responsiveness, and helps us cut out wasted inventory. "
>
> *—Northern Brewer*

Company Name:
Northern Brewer

Industry:
Retail, ecommerce

Headquarters:
Roseville, MN

Applications Replaced:
Homegrown POS

NetSuite Product:
NetSuite

Partner Name:
Retail Anywhere

Industry:
Retail

Headquarters:
Paso Robles, CA

NORTHERN BREWER
HOMEBREW SUPPLY

retail ANYWHERE

Results:

- Northern Brewer is now outpacing its industry with double-digit yearly growth, and without adding IT staff

- Integrated order processing between Retail Anywhere POS and NetSuite helps speed order-to-cash cycles for credit card payments by a full day over the previous system

- Northern Brewer is able to replenish retail stores' stock daily in response to customer needs rather than weekly with the previous system, thus reducing stock-outs

- Real-time store inventory reporting and more accurate inventory forecasts have helped Northern Brewer reduce inventory by 15% over the previous system

- Managers can now view store transactions in real time, rather than having to wait several hours with the old system

- Self-sufficient Retail Anywhere POS software supports customer transactions even if the network connection is broken, providing a seamless shopping experience at all times

- Intuitive, easy-to-operate Retail Anywhere POS registers reduce new-employee training costs by 2 hours

Challenges:

- Limited in-house POS software couldn't support company's projected growth into additional retail locations

- Lack of integration between POS software and NetSuite ERP software caused slowdowns in order processing and significant delays in updating inventory

- The company's 3 retail stores had trouble responding to fast changes in customer demand because it typically took a week or more to receive new inventory

- Network outages interrupted customer transactions because POS registers couldn't take credit card payments without back-end connectivity

Solution

- Northern Brewer chose Retail Anywhere's POS retail management software because of its bi-directional integration with NetSuite, and for its ability to operate in standalone mode in the event of a network outage

- Retail Anywhere and NetSuite support full multi-channel operations, giving Northern Brewer the ability to grow into many additional stores and websites without having to upgrade its business software

To find out more, contact NetSuite Inc. at 1-877 NETSUITE or visit www.netsuite.com.