NETSUITE

Emerge Technologies

Consumer Products Maker Takes on New Customers,
Saves $100,000 Yearly with NetSuite-SPS Commerce EDI solution

Company
Emerge Technologies

Industry
Retail, Ecommerce

URL
www.emergeretail.com

Headquarters
Coppell, TX

Two-Tier Solution
NetSuite

Corporate ERP
Intuit QuickBooks

Key Issues

- Emerge Technologies, a fast-growing retail importer and distributor, was required to use Electronic Data Interchange (EDI) for invoices and purchase orders by large retail customers with high-volume potential
- Manually configuring EDI mappings, which are unique to each retailer was slow and needed to be streamlined
- Emerge was bringing on several large-volume customers, and would have to add more staff to handle the increasing EDI workload

Solution Delivered

The integrated NetSuite-SPS Commerce solution automates the processes of handling EDI documentation, including purchase orders, invoices, shipping documents, and related communications.

Business Value

- Reduced EDI document handling from full hour days to just five minutes for several hundred orders
- Eliminated the need to hire three new employees
- Streamlined key business processes and helps Emerge take on new high-volume retail customers

Customer

Emerge Technologies is a leading manufacturer of retractable consumer electronic accessories and peripherals. The company carries many products, and markets to major online and traditional retailers under the ReTrak brand name.

> **We were excited to get large orders from some of the big retailers, but we were processing EDI documents manually — we wouldn't have been able to handle those orders without fully integrating using NetSuite and SPS. For many months I was working long hours, and we were looking at having to increase our staff.**
>
> *—Cynthia Gonzales, Operations Manager,*
> *Emerge Technologies*

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

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Business Challenge

Emerge is a hugely successful startup, growing and attracting new retailer customers with increasingly larger orders. While some retailers would accept non-EDI transmissions for low volume orders, they required EDI for processing high volumes. EDI is challenging because each transaction for each retail customer is unique, and requires complex mapping to meet their requirements and adapt to frequent changes.

Emerge would go to a retailer's supplier portal to retrieve purchase orders and submit invoices according to that customer's EDI specifications, but this process was too time-consuming for a growing business. Emerge then signed onto SPS Commerce for its WebForms service, where Emerge entered its information into an online form, and SPS Commerce translates the information into the retailer's EDI specifications. This improved the processing speed, but would have been too slow for the new high-volume orders.

When Emerge began looking for new accounting software, SPS Commerce recommended NetSuite, and its integrated EDI solution.

NetSuite-SPS Commerce Solution

The NetSuite-SPS Commerce solution integrates SPS' EDI service with NetSuite's accounting application. The cloud-based SPS Commerce EDI service uses pre-built integration maps to connect suppliers such as Emerge to a growing network of more than 1,500 retailers.

The NetSuite-SPS Commerce integration automates the process of handling purchase orders, invoices, shipping and other EDI documents between Emerge and its retail customers. If Emerge wants to use EDI for a retail customer who's not already on the service, SPS Commerce will build the necessary integration map.

Benefits

The NetSuite-SPS Commerce solution eliminates the time and effort of manually formatting EDI communications for each retail customer. New purchase orders from retailers are received by SPS Commerce and show up automatically in Emerge's NetSuite system, and Emerge's invoices are sent in mass updates to SPS Commerce, and then to the retail customer. Through a NetSuite shipping integration built by NetSuite partner OZ Development, SPS receives mass ASN updates and then sends them to Emerge's customers.

With the NetSuite-SPS Commerce solution, Emerge is saving time and costs associated with manual EDI processing, and is able to take on new customers and high-volume orders without having to add extra personnel. The NetSuite-SPS Commerce solution:

- **Speeds order processing**—the time required for handling 200 orders, with several EDI documents for each order, has dropped from about 20 hours to just five minutes

- **Reduces costs**—Emerge is saving yearly because it doesn't have to hire additional employees who would have been necessary to take on today's workload

- **Streamlines accounting processes**—the solution has reduced the time necessary for monthly financial closings by as much as four hours.

> "Previously it would take between one and five minutes to process an EDI document, and we would have several documents with each order. So when you're looking at a few hundred orders, you can see what a time-sink that was. Now the whole process takes about five minutes."
>
> *—Cynthia Gonzales, Operations Manager, Emerge Technologies*

Business Value

With the implementation of the NetSuite-SPS Commerce solution, Emerge Technologies has taken a significant step from to major retail vendor, and in the process has saved money and streamlined key business processes.

About SPS Commerce

SPS Commerce is a leading provider of on-demand supply chain management solutions and the Retail Universe community, providing integration, collaboration, connectivity, visibility and data analytics to thousands of customers worldwide. We deliver our solutions over the Internet using a Software-as-a-Service model to improve the way the retail supply chain community of suppliers, retailers, distributors and other customers build their trading partner relationships and manage and fulfill orders. Our Retail Universe hosts profiles of thousands of retail supply chain members, and enables retailers, suppliers and 3PLs to find, connect and form new business partnerships based on product or integration requirements. The SPSCommerce.net platform features pre-built integrations used by current and new customers alike, spanning 3,000 order management models across 1,500 retailers, grocers and distributors, as well as integrations to over 100 accounting, warehouse management, enterprise resource planning, and packing and shipping applications. More than 40,000 customers across more than 40 countries have used SPSCommerce.net, making it one of the largest trading partner integration centers. SPS Commerce has 43 consecutive quarters of increased revenues and is headquartered in Minneapolis. For additional information, please contact SPS Commerce at 866-245-8100 or visit *www.spscommerce.com* or *www.retailuniverse.com*.

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