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The CARY COMPANY
Est. 1895

Integrate NetSuite to The Cary Company's Magento Store

– NetSuite Integration Case Study



THE BOTTOM LINE

To increase efficiency and streamline business processes, The Cary Company needed seamless connectivity between their Magento store and NetSuite ERP system and the ability to sync orders, customers, inventory, and pricing and other key data points. Navsoft integrates client's Magento store with their NetSuite ERP system and provides data syncing solution to The Cary Company. This solution helped them increase productivity as well as lesser chances of any drop-offs.

ABOUT THE CARY COMPANY

The Cary Company is a leading provider of Containers & Packaging, Raw Materials / Specialty Chemicals, Spill Control Products and Filtration Solutions for both industry and consumer. In addition to products, they also specialize in logistics services. The Cary Company also offers design and labeling services and professionally designed labels to make their products truly stand out. The company's corporate headquarters and 250,000 square foot warehouse/office complex are located 25 miles west of Chicago in Addison, IL.

BUSINESS CHALLENGES

The Cary Company's biggest pain area was accessing business data from different sources and it took significant amount of time by their employees. Company's financial data were maintained in NetSuite ERP system whereas sales data came from different sources like



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Magento store, NetSuite CRM used by sales reps and the most important fact is - these systems weren't connected to each other's. It was very difficult for the client to plan & forecast their production effectively because of missing link of their sales data.

At the beginning of this project, our business analysis team has visited to the client's US office & thoroughly analyzed the shortfalls of the client's existing business processes. We have identified below business challenges and developed a solid strategy to address them effectively:

- High number of cancelled orders in Magento store due to unavailability of sales order data from NetSuite ERP system and delay in order processing from backend.
- Poor customer service and no communication with customers at different touch points e.g. sales, support, service and fulfillment.
- Unnecessary delay in fulfillment of orders because of no logistics service is integrated with NetSuite ERP system.
- Sales reps were using spreadsheet for taking sales orders and it involved a lot of manual work, extremely slow and highly error prone.

SOLUTION PROVIDED

To sustain its growth, it is essential for The Cary Company to create seamless data connectivity so that production can be planned effectively based on actual sales data. We analyzed the client's existing business processes, designed a workable governance model based on the client's business priorities and implementation roadmap for integrating Magento store with NetSuite ERP system. Our offered solution includes:

- Sync orders, customers, inventory, pricing, and other key data points from Magento to NetSuite using SOAP service



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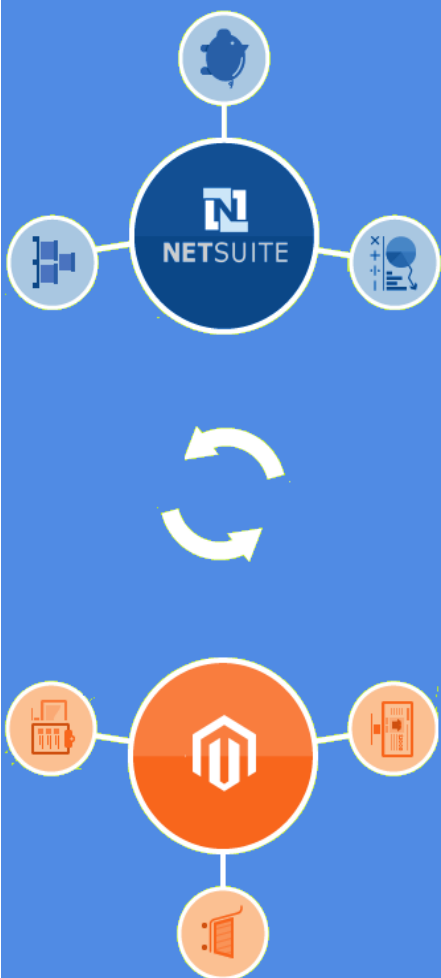
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- Emarsys mailing service (using API) integration with NetSuite for sending push notifications to customers.
- ShipperHQ integration (using API) with NetSuite for reducing the fulfillment time of orders.
- CyberSource payment gateway implemented.
- Customized Sales Order form and aligned with client's business process.

KEY BENEFITS & RESULTS

Data syncing between Magento & NetSuite ERP helped The Cary Company to improve its growth while solving data distribution challenges. The company has gained following benefits through our provided NetSuite solution:

- Improved end-user experience by reducing order delivery time and push notifications at different touch points.
- Increased productivity by eliminating manual tracking of sales data at different sources.
- Increased efficiency by connecting Magento store and NetSuite ERP.



NetSuite + Magento

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**Improved
Bottom Line**



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