



NETSUITE SUCCESS STORY

The Image Group's Business Transformation

A NEED FOR FLEXIBILITY

Through acquisitions and organic growth, The Image Group's legacy systems (including four e-commerce platforms and three ERP platforms) weren't holding up. "We needed more flexibility for everyone," explained Jay Nathanson, Managing Partner at The Image Group. "We have multiple offices, remote team members, and a growing business. Flexibility is critical to where we are going next."

The Image Group had several key requirements of a new ERP platform. It needed to provide:

- The ability to remotely access all data and features from mobile devices or a non-central office
- Support for the Finance Department to streamline their month-end reporting, replacing cumbersome, tedious, manual work
- Flexibility for sales reps to provide exemplary customer service
- A single version of the truth with consolidated financials and visibility

After looking at several solutions, The Image Group looked at NetSuite and saw that it was a good fit for a fast-growing company. "It really came down to the flexibility of the database," said Nathanson. "NetSuite was the clear winner."

FAST FACTS

The Image Group

Industry: Promotional
Marketing Products

Headquarters: Holland, OH

Employees: 51 – 200

Growth: Aggressive, by
acquisition

<http://www.theimagegroup.net>

The Image Group acquired another promotional marketing company six months before the NetSuite implementation began, which provided a unique set of challenges when selecting an implementation partner.

“Not only did we need a partner that could listen to both teams and facilitate a discussion that led to everyone feeling good, we also needed a team that would take the time to ‘teach us to fish,’” said Nathanson. “Our newly expanded team really wanted to understand and own each decision that went into the NetSuite setup, so we needed a partner that was willing to take the extra time with us and a partner who knew every aspect of NetSuite inside and out. Luxent was that partner.”

“It was a very collaborative and innovate approach to implementation,” said Vivian Keena, Luxent CEO. “We’re in the business of empowering users and The Image Group really took that to the next level with its implementation.”

Nathanson continued: “It was instantly clear that we made the right decision working with Luxent. Their job was incredibly challenging – we had one company that did things one way, one company that did things another way, and then we had the new, NetSuite way. Through our implementation, we not only successfully implemented NetSuite, we became a team.”

CUSTOMIZING FOR SUCCESS

The Image Group mostly distributes goods, but it also manufactures and assembles at times. All three functions had to be accounted for within NetSuite. “Luxent helped us develop custom scripts to integrate, automate, enhance, and account,” explained Nathanson.

“NetSuite is allowing us to serve our customers better than ever before, go faster every day, and scale the company in ways we never anticipated.”

Key customizations include:

- Pulling live data from external sources to provide accurate details to customers
- Automatically routing or updating sales orders based on order details
- Enhancing native PDF rendering to include images for dynamic items
- Calculating commissions in seconds rather than through exported reports and manual tallying
- Integrating shipping, credit card processing, and more

CLEAR RESULTS

“Overall, NetSuite is a business system that’s allowing us, for the first time, to communicate across two companies that are now merged,” said Nathanson. “With a unified system, people can put everything in a single source of truth: NetSuite.”

Results since January 2019 go-live:

- In the first month, the team created 1700 projects, 1500 sales orders, 1200 POs, and 500 quotes
- Quoting went from a half hour to 5-7 minutes
- Leadership team is relying on NetSuite dashboards for key business decisions
- Saving hundreds of man hours that used to be required to ‘connect’ the data of disparate systems
- NetSuite is building trust between merged teams