



# An Agile Switch to Support the Frontlines

Alliance Trading Group leverages NetSuite and Luxent



When Covid-19 struck, Patrick Soong, CEO of Alliance Trading Group (ATG), wanted to help frontline workers. “We wanted to use our experience working with Chinese factories to bring in large amounts of Chinese PPE because we knew it would be a chance for us to help, and to help bring a meaningful amount of personal protection equipment (PPE) into the U.S.,” commented Soong. The only thing standing between Soong’s vision and reality was an issue every business owner knows all too well: Balance. “We needed to keep our normal business processes and operations running smoothly while we ramped up PPE efforts, and at the beginning, I didn’t see how we were going to make it work.”

In addition to its everyday work, ATG wanted to get large orders of PPE to a diverse customer set that was from an entirely new demographic. As a company based fully in the cloud, ATG had to find a way to support their new need to hold inventory, including quickly integrating a system to take orders into their NetSuite ERP back office since they themselves were not shipping inventory.

After a short experiment taking orders by hand in Google Docs, ATG turned to its NetSuite partner, Luxent. ATG realized they needed the help of a partner with deep industry knowledge that could help them leverage the powerful system they already had, NetSuite, and extend its capacity to a new business line.

## CHALLENGES

- Accepting orders without taking large amounts of manpower away from the core business
- Communicating orders to ship from a third-party warehouse

## CUSTOMIZING FOR SUCCESS

ATG was facing three significant problems in its new business shift to support the frontlines in the time of a global pandemic.

Luxent created a NetSuite Site Builder website to store and sell their new product line ([www.allitrashop.com](http://www.allitrashop.com)). From here, ATG was able to list all of their items and take orders. NetSuite offers a simple tax calculator, as well as the easy integration NetSuite has with UPS ground shipping. Accepting orders

became a simple process with NetSuite Site Builder.

Luxent formulated a new Inventory Commitment Model for ATG that allowed pre-allocation of open purchase orders to corresponding sales orders awaiting shipment in NetSuite.

ATG was offering Interpack items (ex. a box of 40 masks) as well as Master Case Items (ex. a case of 50 boxes of 40 masks). This was an issue as the 3PL wanted the actual SKU to ship at the actual quantity to ship. With the assistance of Luxent's technical solutions team, ATG was able to create a solution with SuiteScript2.0 features. They created an automated process to send information from ATG's new site to the 3PL and then back to ATG's NetSuite instance. The ability to automate this process and create a solution that effectively communicated with the 3PL could have taken months, a costly 3rd Party EDI solution, and significant consulting expense. Luxent's highly skilled development team was able to build a solution for ATG within weeks for a fraction of the cost. Thanks to Luxent, the Third-Party Logistics integration was able to be automated entirely and very cost-effectively.

## THE RIGHT PARTNER MAKES ALL THE DIFFERENCE

After engaging Luxent, ATG was fully up and running the new processes in a matter of weeks. "The amount of work and effort that Luxent helped us to execute in a time of urgent transition and need is just unbelievable," explained Roger Oney, CFO at ATG. "I am really surprised that we were able to get this done in a matter of weeks from the point of conception to execution – it is pretty much unheard-of."

The Luxent team was able to quickly solve the challenges that ATG was facing, such as taking orders in Google Docs and configuring ATG's NetSuite instance to use available features fully. "Working with a brand new 3PL is something we had never done before," said Soong. "Luxent was able to connect our ERP system with our 3PL and work with our 3PL to integrate a custom CSV drop

file that uploads every day so that our ERP System, our inventory, and our 3PL are all communicating on a daily basis."

More than anything, ATG realized that having the right platform and the right partner are crucial. "It's been an amazing experience because it has built, automated, and centralized the order process in NetSuite," Soong explained. "From the web store to order processing to inventory management, it's all as perfect as humanly possible with timely reports that show us exactly what we want to see so that we know exactly what we have at all times. None of this would be possible without Luxent's help."

With Luxent, ATG was able to pivot its business and find the balance it needed to help face a crisis. "We couldn't have completed something like this – and certainly not on this timetable – without the help of a partner that knows the NetSuite platform so well," continued Soong. "Luxent helped us transform our business at a critical time."



### COMPANY SNAPSHOT

Alliance Trading Group  
Consumer Goods and Manufacturing  
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Type: Privately Held  
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