Globalizing Passion for Murray's Cheese with SuiteCommerce Advanced

"A year ago we were working with Explore on understanding what NetSuite could do for our company and weighing our options on how best to proceed. Flash forward a busy 12 months and we are live thanks to a Herculean effort from your whole team. I wanted to personally thank you for your help along the way, and I think it goes without saying that we couldn't have done it without you! But beyond the business side, it was a pleasure working with each of you! So, thank you! Thank you for all of your help and occasional commiseration."

- *Andrew Perlgut, Director of Data & Information Systems, Murray's Cheese, Inc."*

Background: Murray's Cheese, one of New York's oldest cheese shops, is proud to be a Greenwich Village-based business and part of the neighborhood's rich food history. Murray's was founded in 1940 by Murray Greenberg, Spanish Civil War veteran who built a great reputation for the business. 30 years later, Murray sold the shop to his clerk, Louis Tudda, who catered to the little Italian enclave that Bleecker Street was at the time. In the early 90's, Rob Kaufelt bought Murray's and began globetrotting to discover new cheeses and bring them back to the US. Murray's has since opened a second NYC retail location, a full-service restaurant, and entered into a partnership with the Kroger Co. to open cheese shops in grocery stores across the U.S. What makes Murray's special is the passion for cheese. Whether you're visiting the New York shops, stopping by a Murray's kiosk, shopping on the web site, taking a class, or working with Murray's wholesale department to purchase cheese for your restaurant, it's obvious that Murray's knows cheese.

Issue: Murray's Cheese is a strong company that has stood the test of time and has grown with every decade that has passed and every owner who has nurtured it. When Murray's Cheese came to Explore Consulting, they were struggling with multiple SaaS products that were intended to aid with their daily tasks and processes, but in fact were complicating each department's day-to-day needs. They needed a single ERP system that would allow the multi-faceted organization to have unlimited growth potential and maximum efficiency to do it.

Solution: When it came to deciding on which cloud-based ERP platform that would best serve their company, they chose NetSuite's SuiteCommerce Advanced along with several key components in order to support the various sales channels in their organization. During the process of implementing their solution, Explore Consulting worked with a number of customizations and designs focused on utilizing existing branding and design aesthetics. To be thorough with all aspects of the implementation, Explore's web design team created a responsive design that can easily accommodate mobile customers with SuiteCommerce Advanced mobile

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templates. Customization for their project included a custom homepage and global elements with Explore's FastTrack Advanced Category Manager, product pages, and checkout.

NetSuite Solutions Include:

1. NetSuite Mid-Market Edition
2. SuiteCommerce Advanced
3. OneWorld
4. Advanced Financials
5. Advanced Inventory
6. Demand Planning
7. Light Manufacturing

Results: After implementing SuiteCommerce Advanced, Murray's Cheese went from 10 different SaaS programs to a single complete platform that enabled them to simplify their daily B2B and B2C operations and focus on their customers and passion for their products. At the core of Murry's implementation was a need to integrate multiple sales channels into one cohesive system, as well as customizing inventory tracking to accommodate for product weight. Murray's could achieve all of their customization needs in NetSuite by leveraging Explore's long history focused on ERP food manufacturers. This single ERP system will provide visibility to all their departments. In the spirit of efficiency Murray's moved all their retail systems into NetSuite, if you walk into Greenwich Village or Grand Central and buy cheese it's ringing up directly into NetSuite! The entire wholesale B2B business is now linked into their NetSuite account - from initial sale to drop off as the truck delivers to the customer. Their OneWorld Business Management Platform enables the management of multiple subsidiaries, business units and legal entities as well as supports consistent processes across multiple countries, and total global compliance of internal and external processes. By moving forward with NetSuite, they continue with the growth and prosperity they have enjoyed for the past 76 years.

About Explore Consulting

Based in Bellevue, Washington, Explore Consulting was founded in 2001 and is a professional services company dedicated to providing innovative and cost-effective solutions for their customers' database and IT systems' needs.

Having specialized in SaaS solutions for more than 15 years, Explore Consulting is the largest and most experienced NetSuite reseller and solution provider in the Northwestern United States. Explore Consulting is well-known as a leader in NetSuite implementation, customization, integration and Ecommerce, and has also been a 12-time NetSuite Star Performer, won 27 NetSuite awards, has twice been named NetSuite Partner of the Year, Americas, and in 2016 was named NetSuite SuiteCommerce Partner of the Year.

For more information, visit http://www.exploreconsulting.com