



On Time and Under Budget, Stages Cycling NetSuite Manufacturing ERP Implementation

"We spent a lot of money implementing a CRM and Ecommerce platform, and neither were where we needed them to be. After losing a lot of time and productivity running company consolidated reports, limited export capabilities, etc we decided on the scalable, customizable ERP Ecommerce platform provided by NetSuite. With the benefits of this platform, implemented through Explore Consulting, on time and under budget, we have a more concise and efficient system."

- Michael Catterall, VP Information Systems, Stages Cycling LLC

Background: Stages Cycling LLC, with offices in Portland, OR and Boulder CO, launched the Stages Power meter in 2012, immediately making waves in the power measurement category. Stages has expanded into the commercial and home fitness category with the SC3 commercial indoor cycling bike, with groundbreaking features designed to improve rider experience and increase durability. In 2016, Stages completed the power training ecosystem with Stages Dash, a performance GPS head unit, and Stages Link, a cloud-based training service, guiding athletes to their best performances on the road and indoors through easy analytics, education, and custom coaching.

Stages Flight has an unrivaled suite of comprehensive indoor cycling experiences and management tools. Featuring web-based admin and instructor tools for the creation, scheduling, and management of Stages Flight classes, as well as participant accounts with user histories and robust workout tracking tools, Stages Flight is powered by in-studio software and hardware featuring precise power measurement via the world-class SC3 indoor bike.

Issue: When Stages Cycling came to Explore Consulting they had three primary pain points within



their rapidly growing organization: Order Management, Accounting, and Inventory accountability. The original ecommerce platform needed extensive manual efforts in order to synchronize inventory, fulfillment and pricing. Integration limitations resulted in manual reclassifications of all warranty, sales, and giveaway orders. Additionally, the marketing team didn't have the ability to run abandoned cart reports and retargeted advertising, a real issue when pushing direct sales growth. Accounting issues began with a lack of ecommerce integration and accounting platform that couldn't support their need to pull discounts from ecommerce. This issue caused manual downloads, increased effort, and timing issues on

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processing inventory movement. Their biggest manufacturing subsidiary, Stages Cycling, processes thousands of transactions a day, inciting increased risk of error by the manual efforts required. Maintaining inventory accountability is another primary facet of their organization that was coming up short. To answer key questions such as, “How many indoor power meters do we have at our Boulder location?” they require searching three systems. Inventory needed to be manually transacted between three platforms and was confusing to create accurate reports at any one time. A lack of connection between systems created a lot of manual work with room for error for Stages Cycling and they wanted to automate, focusing on their primary directives and growth.

Solution: With a laundry list of manual processes for Stages Cycling, Explore Consulting proposed a NetSuite ERP Implementation with SuiteCommerce Advanced focused on creating automated processes to juggle their multiple subsidiaries, managing their financials and inventory, and tracking activity on their manufacturing floor.

When it came to managing multiple subsidiaries, Stages Cycling chose the [OneWorld](#) module for real-time consolidated financial reporting for multiple currencies, global CRM and sales support, and local functional currency reporting for each Subsidiary. Upgrading their accounting system with the [Advanced](#)

[Financials](#) module brings complementary financial management functionality including budgeting, expense allocations and amortization, flexible billing management and statistical accounts. Automatic generation of purchase orders and/or work orders based on historical or forecasted demand. [Advanced Inventory](#) automatically manages multiple line items and serialized inventory, a manual process Stages was struggling with previously. Tracking manufacturing activities by sequence of operations; labor, machine, and material cost accumulated with work in process while recording labor, machine direct time, and overhead costs during operation completion is made possible with the [Manufacturing WIP and Routing](#) module.

Results: Explore Consulting successfully implemented NetSuite for Stages Cycling on time and under budget. Stages now has the automated abilities for all facets of their corporation from production routing, warranty and financial reporting, automated inventory reporting and management, to providing more effective inventory and serial number tracking with automated consolidated reporting. With the tremendous growth of their high-end brands, Stages Cycling has begun working on their fully integrated Ecommerce platform, [SuiteCommerce Advanced](#), which will provide a complete cloud commerce solution for delivering a unified customer experience, increased efficiency, and streamline operations.

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, has been a 12-time NetSuite Star Performer, won 28 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>

