



## Case Study – CloudConnect™ Amazon for NetSuite

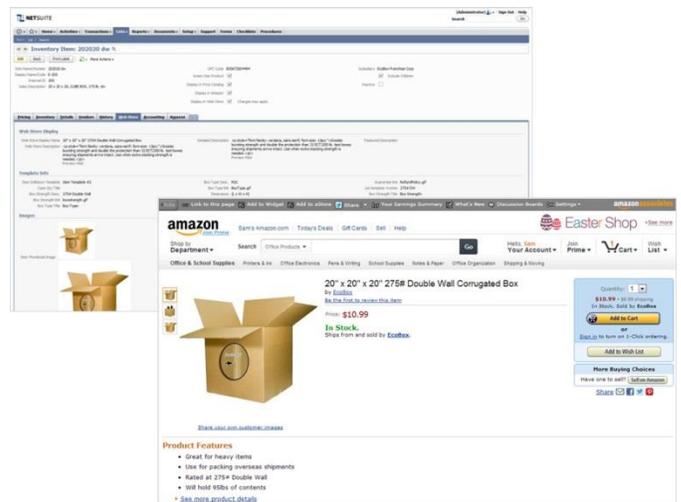
*“We have been a NetSuite user since 2006 and are continuously improving how we utilize NetSuite to best fit our business processes. Recently, we needed a solution to bridge the gap between NetSuite and our growing Amazon Webstore sales. Explore Consulting provided the solution through a “connector” which has allowed us to seamlessly pass orders from Amazon directly into NetSuite, and push pertinent tracking information back into Amazon.”*

*-Dale Malone, Managing Partner, EcoBox*

**Background:** In the world of online sales, boxes and shipping are as important and highly used as internet backbone itself. [EcoBox](#), located in Austin, TX, is committed to providing boxes, containers, and packing materials that are friendly to the environment and which use exactly the amount of cardboard necessary to ship your packages safely, wasting nothing. Their highly-customized and tailored products provide precise packaging for all types of moving, kitchenware, wardrobes, guitars, golf clubs, and many other types of items. They are the green choice when it comes to packing and shipping.

**Issue:** EcoBox had some early forays into Amazon, and had listed a few products, but were finding it difficult to manually manage their own NetSuite-based web portal as well as their Amazon Webstore & Amazon.com inventory & sales. They also wanted to take advantage of Fulfillment By Amazon (FBA) to more efficiently sell and fulfill client orders.

**Solution:** EcoBox engaged with Explore Consulting to integrate their NetSuite and Amazon channels. By taking full advantage of the Amazon Marketplace Web Services, the [CloudConnect Amazon for NetSuite Connector](#) made it possible for EcoBox to control product information and inventory in a single location. New and modified products could be automatically published on a regular and frequent basis to Amazon using a customized mapping to take full advantage of NetSuite content to populate the Amazon Webstore.



Explore Consulting also ensured that all of these product feeds were fully and correctly populated, ironing out the kinds of Amazon errors that often keep vendor’s products from selling.

Amazon sales were also automatically and frequently populated in NetSuite, allowing EcoBox to manage and track orders coming in from Amazon without leaving NetSuite. Important information like line-item taxes and shipping costs were itemized for each order, ensuring maximum granularity and tracking ability for EcoBox in all of their business processes.

These orders were fulfilled from within NetSuite, and the results of those fulfillments were published in a timely manner back to Amazon – including tracking



numbers and shipping details. This allowed Amazon customers to enjoy the kind of feedback and responsiveness they are used to. New customers who originated from Amazon were automatically populated into NetSuite and categorized specifically as 'Amazon' customers, allowing fully-articulated tracking and sales statistics.

To even further optimize their processes, EcoBox began taking advantage of "Fulfillment By Amazon" (FBA) by shipping pallets of their products to the Amazon fulfillment center. Explore Consulting's CloudConnect Amazon for NetSuite Connector automatically noted FBA orders and created NetSuite fulfillment records of these orders, ensuring that inventory was updated in a timely manner for both the

Amazon fulfillment center, as well as EcoBox's own warehouse.

Finally, reconciliation and settlement records were downloaded from Amazon, allowing full-cycle eCommerce processes to be completed for Amazon-sold merchandise.

**Results:** After full integration and automation of the Amazon connector for NetSuite, EcoBox now spends 80% less time managing and maintaining the Amazon aspect of their business. This has allowed them to increase sales without spending more energy. The 'green' box company now services the largest market in the world, without leaving the comfort of their NetSuite system.

The image displays two overlapping screenshots. The background screenshot is the NetSuite interface for a sales order. The foreground screenshot is the Amazon Seller Central interface for the same order.

**NetSuite Sales Order: SAT1-1886 (1262 Loretta Braud)**

**Primary Information**

Order #	SAT1-1886	PO #	
Customer	1262 Loretta Braud	Memo	
Date	3/19/2013		
Start Date			
End Date			

**Sales Information**

Sales Rep		Sales Effective Date	3/19/2013
Opportunity			

**Classification**

Location	SAT1	Comments & Questions	
Subsidiary	San Antonio, TX Territory	Special Delivery Instructions	
Pull Copy #		Customer ID	
Customer Email	vyxhg2y1x235ivs@marketplace.amazon.com	CSR Name	
Advertising Source		Purchaser	
Customer Street Name	40132 WILLIAM FICKLIN RD	Invoice Mailed	
Customer Zip Code	70737		
Customer Phone #			

**Amazon Seller Central Order Details**

Order ID: # 112-8528839-2295462

Your Merchant Order ID: # none saved

<b>Shipping Address:</b>	<b>Purchase Date:</b>	March 19, 2013 8:30:13 AM PDT	<b>Order Totals</b>
Loretta Braud	<b>Expected Ship Date:</b>	Mar 20, 2013 to Mar 21, 2013	Items total: \$6.95
40132 WILLIAM FICKLIN RD	<b>Estimated Delivery:</b>	Mar 25, 2013 to Mar 28, 2013	Shipping total: \$5.24
GONZALES, LA 70737-6712	<b>Shipping Service:</b>	Standard	<b>Grand total: \$12.19</b>
	<b>Contact Buyer:</b>	Loretta	
	<b>Billing Country:</b>	US	
	<b>Sales Channel:</b>	Amazon.com	
	<b>Fulfillment Channel:</b>	Merchant	

Product Details	Status	Quantity Ordered	Quantity Shipped	Price	Total
Expanded Polystyrene (EPS) Foam Sheet 24" X 48" X 1" [Office Product]	Shipped	1	1	\$6.95	
Quantity: 1					Subtotal: \$6.95
Merchant SKU: E-3222					Shipping: \$5.24
ASIN: B00AB61Q1Q					<b>Total: \$12.19</b>
Listing ID: 1122MB15GRZ					
Order-Item ID: 34455521897258					
Conditions: New					
<b>Total Charged to Customer:</b>					<b>\$12.19</b>

"The most incredible feature is that we are now able to leverage all of our rich product data that resides in NetSuite (pictures, prices, dimensions, etc.) and with the click of a button push those items directly into Amazon. As item information changes in NetSuite the "connector" then updates that information automatically in Amazon.

We have been extremely pleased in working with the team at Explore. Everyone from the developers, team leaders, and front line sales people have all been outstanding. We knew Explore had a great reputation within the industry and it is directly attributable to the talented team of people they've assembled."

-Dale Malone, Managing Partner, EcoBox

## 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 11 years, Explore Consulting is the largest and most experienced NetSuite reseller and solution provider in the Northwestern United States. Whether you are looking for assistance with your NetSuite purchase and implementation or needing to integrate your NetSuite account to an external data

source, Explore is your one stop NetSuite service provider. Explore Consulting is well-known as a leader in NetSuite customization, integration and extensibility, and was recently included on the Inc. 5000 list of fastest growing privately owned companies in the U.S. for the fourth year in a row as well as the Puget Sound Business Journal's 100 Fastest Growing Private Companies. Explore has also been a 7-time NetSuite Star Performer and was recently named as 2011 NetSuite Partner of the Year, Americas. For more information, visit [www.exploreconsulting.com](http://www.exploreconsulting.com).