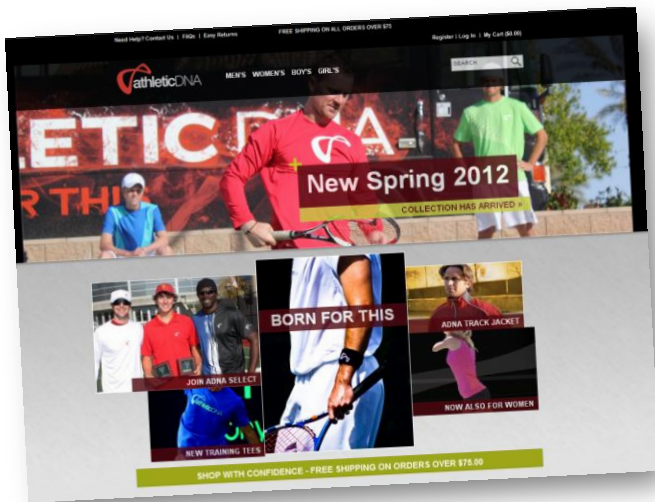




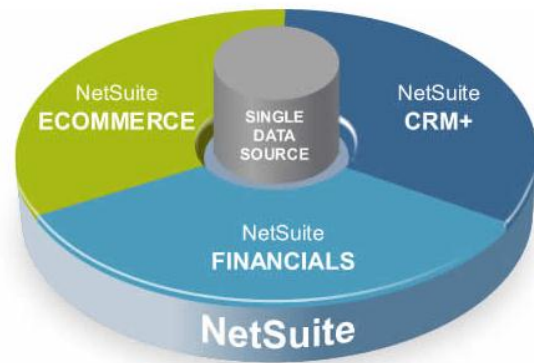
## Case Study – Rapid NetSuite & eCommerce Implementation

**Background:** [Athletic DNA](#) is a manufacturer of high performance apparel. Athlete owned and athlete inspired, their apparel utilizes the latest in textile technology, tested and validated by world class athletes around the world. The majority of Athletic DNA's sales in the past have been to consumers by the way of the internet. Athletic DNA is now selling to brick and mortar retailers as well.

With Athletic DNA's growth and expanded customer base, including B2B, Athletic DNA was looking to enhance its online presence with a scalable solution that would support both B2C and B2B models. They were looking for a system with tightly integrated accounting, logistics, CRM and eCommerce business functions.



**Issue:** The existing eCommerce solution was homegrown and did not communicate with accounting or the CRM systems and as the customer base and sales increased, the company found itself spending time on tedious admin tasks rather than on growing the business.



Athletic DNA also did not want to hire for or add the complexity of maintaining or incurring the cost of an on-premise solution. As the company continues to grow, resources need to be focused on the company's core competency.

**Solution:** Athletic DNA selected NetSuite and Explore Consulting to replace their disparate set of systems into one fully integrated solution spanning all business functions. The Software as a Service delivery model was particularly attractive as a means of increasing capacity and reducing costs.

Athletic DNA's B2C and B2B customers have different needs. Using NetSuite's ability to provide customer-specific pricing in the web store, B2B customers are able to log in and see prices only available to them as a wholesaler. Alternatively, consumers see retail prices and they are not required to login or register to make a purchase.

*Working closely with Explore's implementation and eCommerce teams, Athletic DNA was able to launch the back office and web store in less than 3 months from kick-off to go-live.*

**Results:** With the growth, Athletic DNA would not have been able to keep up with the admin tasks and the level of personalized service without continuously hiring resources for a non-scalable solution.

The new Athletic DNA site has an improved design combined with a more intuitive shopping experience with well-placed product information. Additional product images add a rich look and feel which complements the desired brand image Athletic DNA is striving for.

Merchandising on the web site is easier to manage without any technical skill requirement. All of the site's content is configured inside NetSuite. Product managers are able to quickly change images, update descriptions, set item categories and related products.

NetSuite's order process streamlined the order flow from checkout in the shopping cart to shipment. This not only reduced the administration effort but it has decreased time to shipment and quality of service.

Visit the [Athletic DNA NetSuite Web Store](#)

## 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).