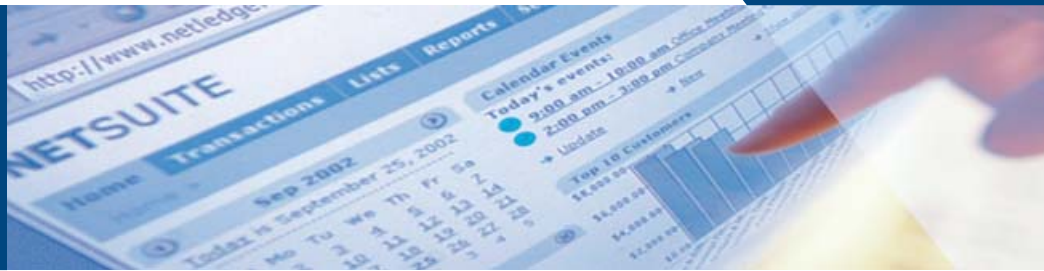


SurgiLance

www.surgilance.com



At A Glance:

- **Company:** SurgiLance
- **Location:** Singapore (plus offices in London, UK and Atlanta, USA)
- **Industry:** Healthcare, Distribution/Wholesale
- **Challenges:**
 - Inconvenient to interface accounting package with outside accountants
 - No automated link to logistics partner, using fax only
 - No consistent system across international locations
- **Software switch from:** QuickBooks
- **Results with NetSuite:**
 - Established an always-available accounting and ordering standard for all corporate locations
 - Real-time reporting empowers better business decisions
 - Eliminated software upgrade headaches



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— Patrick Yi, CEO
SurgiLance

The Results:

SurgiLance needed an on-demand solution to manage accounting, logistics, and customer contacts for its international and aggressively expanding medical supply business, and found the right software in NetSuite. The company took on NetSuite in its U.S. operation in 2002 and has now standardized its operations on the stable, available-anywhere platform. “With our positive experience here in the U.S., we decided on NetSuite for our Singapore headquarters and London office as well,” says SurgiLance CEO Patrick Yi.

By leaving slow, paper-based processes behind, SurgiLance has gained a greater insight into its operations both on the national account level as well as across the entire international operation. “Now, I can log in and get my business performance information, and that gets me better financial control, which is very important since I worry about cash flow,” Yi says. Keeping a keener eye on his company’s cash flow has led to accuracy and efficiency gains for SurgiLance, which is aggressively expanding into new and deeper markets with its safety-minded diagnostic supplies.

The Challenges:

SurgiLance, a manufacturer and distributor of medical lancets, has quickly established a fast-growing healthcare supply business. The pressures of growth forced SurgiLance to take a serious look at how it managed its accounts, expanded its international operations, and managed relationships with third-party financial consultants and fulfillment partners.

The company quickly found that operating its explosive multinational concerns using QuickBooks and an external accounting firm was too inefficient. “There were a lot of problems in terms of getting information back and forth, and we had a problem because we were not able to keep track of our accounts in a real-time fashion,” Yi says.

 Find out more: contact NetSuite, Inc. at +65-6511-6130 or visit www.netsuite.com.sg



“I love not having to worry about tweaking the system, as NetSuite manages all of our upgrades and service changes.”

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Managing distribution partners was equally difficult. Yi, who has split his time as CEO between Singapore and the company's Atlanta-area U.S. headquarters, found himself deluged in trans-Pacific paperwork – not an appealing prospect for a company whose revenues tripled one year. “Every time we had to pass orders to the shipper, there were a lot of faxes back and forth.”

SurgiLance decided it was time to move past the paper-bound, opaque hassles of conducting business offline and not on its own terms. “We were looking for a Web-based application that would allow all of our entities to work off of a common system and finally let us use our information in real-time.”

The Solution:

Today, NetSuite powers SurgiLance's operations and has provided a clear path to further growth, with a clear, easy-to-use interface both for its internal employees as well as logistics partners who can now pick, pack, and ship based on Web and EDI-based order presentation. It's a set of capabilities Yi did not believe his previous solution could have provided. “QuickBooks had been talking about going online and on-demand, but with limited functionality. When we found NetSuite, it seemed to fit exactly what we needed,” Yi says.

SurgiLance will soon begin taking greater advantage of NetSuite's CRM capabilities, with plans to analyze buyer behavior to enhance the sales cycle, as well as to run targeted marketing campaigns to distributors and the end buyers in hospitals. Yi highlights that this focus on business growth will be easier than ever, now that his company won't be focused on maintaining its own software or worrying about incompatibility. “I love not having to worry about tweaking the system, as NetSuite manages all of our upgrades and service changes.”