



Afloral.com

www.afloral.com



At A Glance:

- **Company:** Afloral.com sells high-quality silk flowers and floral supplies at the lowest prices.
- **Location:** Jamestown, NY
- **Industry:** Retail; Electronic Commerce
- **Software switched from:** Monster Commerce (website and email marketing); QuickBooks (ERP and inventory); other third-party software for CRM

“NetSuite’s all-in-one solution has provided us with efficiencies that have allowed us to successfully grow.”

— Sue Bonfiglio, President, Afloral.com

Challenges:

- Using separate systems for website and inventory was tasking and time-consuming. Having no real-time warehouse numbers kept Afloral.com from maximizing existing resources and provided little control on future purchase.
- Access to data was limited to one specific team or person — no way of customizing who sees what.
- In-house IT operations was a major difficulty — cost and management of servers was a big hassle and employees had to connect with HQ just to get information.

Results with NetSuite:

- With NetSuite, accounting, CRM, inventory and website all share a single repository of data — no more manual uploading and data transfer from one system to another.
- Real-time inventory data shows instant numbers of what’s in-stock, resulting in better movement of products.
- Customized roles, reports and Dashboards improve productivity — roles and KPIs are easily managed depending on the company’s needs.
- Being in the cloud removes the hassle of maintaining hardware, server software and saves space in-house, as well as increasing mobility and flexibility of employees.
- NetSuite allows Afloral.com to maintain up-to-date software via twice a year upgrades with beta testing and having 99.99% NetSuite uptime.
- SEO is now easier via templates, keywords and tags which bring in more traffic to the site.



Find out more: contact NetSuite Inc. at 1 877 NETSUITE or visit www.netsuite.com