



Full Source LLC

www.utilitiesafeguard.com



At A Glance:

- **Company:**
Full Source LLC operates multiple e-commerce sites catering to industrial and utility customers.
- **Location:** Jacksonville, FL
- **Industry:** E-commerce, wholesale/distribution, retail
- **Challenges:**
 - Minimize transaction costs on tight-margin items
 - Operate multiple e-commerce storefronts from a single platform
 - Manage complex orders with multiple shipments and drop-ship sources
- **Other software considered:**
QuickBooks Enterprise, Yahoo! Store
- **Results with NetSuite:**
 - Saving more than \$200,000 annually in transaction costs
 - Easily managing 10,000 SKUs across five stores from a unified interface
 - UPS shipping integration and full inventory visibility providing seamless fulfillment

The Results:

Full Source LLC has enjoyed years of fast-paced expansion with the help of NetSuite's on-demand business management suite. By controlling its own e-commerce platform, the company saves more than \$200,000 each year in transaction fees compared to similar solutions. Add to that another \$70,000 a year in IT costs eliminated by NetSuite, not to mention a 50 percent increase in productivity by having NetSuite integrated with UPS shipping. "The best part about NetSuite is its on-demand delivery," says Jim Graham, CEO of Full Source LLC. "I can run my whole business and don't need a complete IT department."

NetSuite's powerful multi-store integration also saves Full Source tens of thousands of dollars worth of employee investment when rolling out a new storefront. "Within a month, we can build a new store and load it up with products, something that would have taken us several months without NetSuite's functionality today."

Improved import and export functionality now enable Full Source to make rapid adjustments to product descriptions and site layout, bolstering the company's search engine optimization performance. "Because we can make simple edits in a spreadsheet and send them back to NetSuite in just a few minutes, now we can quickly adjust our merchandising on a massive scale."

Full Source's growth has been steady and reliable, with NetSuite's easy-to-use business solution standing right behind it. "We're doing 20 percent more orders this year than last year, and our annual revenues are four to five times what they were when we started with NetSuite," he says. "And we're still able to do all of this with just one Web developer and our sales and data entry people."

The Challenges:

Full Source LLC owns and operates five fast-growing e-commerce destinations for industrial, construction and utilities industries, selling everything from hard hats (www.myhardhats.com) and work gloves (www.workgloves.net) to safety vests

NETSUITE IMPACT

- **Saves more than \$200,000 annually in transaction costs**
- **Eliminates \$70,000 a year in IT costs**
- **Increases productivity 50%**
- **Increased annual revenues 300% to 400% since deploying NetSuite**

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



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— Jim Graham

CEO

Full Source LLC

(www.safetyvests.com) and safety gear (www.mysafetygear.com). Although its extensive inventory and industry knowledge are assets, the market for its products is competitive and efficiencies matter. "We're selling commodities at really low margins," Graham says. "We knew we needed an e-commerce platform that would be cost-effective and scalable."

At first, Full Source struggled to find the right solution to operate its business. A plan to run on QuickBooks Enterprise and Yahoo! Store was considered, but the limitations were too onerous. "QuickBooks would have limited the number of users we could have on the system, and Yahoo! would have cost us as much as \$100,000 in transaction fees every year for every site," he says. "That would have killed us."

The Solution:

Full Source has entrusted its customer relationships and inventory of 10,000 products to NetSuite for years, and loyalty has paid off. "NetSuite's improvements have come just when we needed them," Graham says. Although Full Source initially launched a second storefront with a second NetSuite account, later improvements allowed the company to merge all of its operations under a single NetSuite instance, saving the company time and promoting much better visibility. The company now deftly manages all five of its e-commerce sites from a single inventory and merchandising front-end.

The company's diverse product mix leads to a number of blended orders, requiring multiple boxes of both drop-shipped and in-house inventory. NetSuite handles these with ease. "NetSuite will tell me which parts of the order we need to fulfill ourselves and which parts get drop shipped," says Graham. "The billing and payment process is exactly the same no matter if the items come from our warehouse or a supplier's warehouse. So for the customer—and for us—it's all seamless." NetSuite's UPS integration ensures that customers and employees alike have immediate insight into shipped orders and tracking status.

Full Source has been able to expand its brands and its customer appeal through multiple storefronts, all managed on a unified NetSuite platform. "The multi-store support has been great for us, because we can take a single item and choose to display it in different categories across different stores," he says. "This helps with our search advertising, because on the first page of Google results, odds are pretty good that at least a couple of them will lead to our stores." Full Source has also been able to migrate 20 percent more of its customers to online self-service, while an improved live quoting system gives its phone sales staff more power to close larger or more complex purchases more quickly.

After nearly five years with NetSuite, Full Source is confident it has the right technology to operate and grow its business. "We constantly review what we get from NetSuite, but the advantages are clear from the cost and the capabilities," he says. "What we pay for NetSuite is far less than we would pay just to have multiple IT people come in here and try to hook up and manage a different solution."

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