



CLIENT CHALLENGE

INKED (formerly known as Studio Calico), a kit club specializing in subscriptions tailored to papercrafters of all kinds, had a QuickBooks system it was rapidly outgrowing. Due to added operational complexities across a variety of brands housed underneath the Inked umbrella, it became apparent that this system needed to be replaced in order to support the company's expansion, with a cloud-based solution that could handle more than 100,000 orders each month and growth of roughly 50 percent each year.

WHAT WAS AT STAKE

The aging QuickBooks system was causing a number of issues:

- INKED's industry is very specialized with a product lifecycle that is very short due to its subscription-based model with multiple brand partners; they needed to be able to handle a high volume of units with a quick turnover rate.
- Because of its current system, the company was unable to handle the growth of transactions and data each month.
- With a slow-moving QuickBooks back office, Inked found themselves in need of a system with a high performing transition time that wouldn't bog down day-to-day activity.
- Due to the variety of units being assembled each month across an array of brand partners and platforms, the company needed a simpler interface with advanced search features and capabilities.

THE KRAFT ENTERPRISE SYSTEMS (KES) SOLUTION

The Kraft Enterprise Systems (KES) approach is to spend time learning the actual business needs and functions before making any technology recommendations. After working with INKED, it was determined that NetSuite, an all-encompassing, cloud-based platform with robust and flexible features, was the best solution.

KES assigned specific team members to dedicate their full attention to INKED's NetSuite implementation. After gaining an in-depth understanding of the company's operations, the

KES team laid out a realistic time frame for integration, transition, training and post-implementation support in addition to weekly reports and action items that both INKED and KES would need to accomplish. In order to offer seamless integration of the system, KES was available at all times for troubleshooting and questions while working closely with INKED's management team to ensure full understanding of the platform's capabilities, as well as how it could be tailored to the company's specific needs.

RELATIONSHIP AND RESULTS

Functioning as an extension of INKED's own IT team, KES specialists were regularly onsite throughout the 4-month implementation and participated in weekly meetings and conference calls. This allowed both the INKED and KES teams to collaborate, identify issues before they arose, and tailor certain NetSuite functions.

Several members of the INKED team, who had been through multiple implementations at various stages of their careers, noted that this was the smoothest, and most hands-on, implementation they had been a part of. And the NetSuite platform exceeded their expectations.

The system "allows us to make smarter buying decisions and plan out the company's purchasing function for the entire year," according to Sterling Borders, INKED's Director of Operations.

"Since the implementation, we've seen a dramatic increase in productivity, accuracy, and our ability to control what is available and what is not available on the site."

"Kraft and NetSuite have really made all the difference in allowing our business to move forward and get to another level that we would not have been able to achieve without their help." – Sterling Borders, Director of Operations Inked Brands.