

# Wholesale Distribution and NetSuite



Business Performance. Amplified

ORACLE NETSUITE  
Solution Provider

# **NetSuite wholesale distribution edition inclusions**

The background is a dark blue gradient with a bokeh effect of out-of-focus light circles in the upper half and a network of thin, glowing blue lines with small circular nodes in the lower half, suggesting a digital or data environment.

NetSuite for wholesale distribution edition delivers end-to-end functionality with tools necessary to manage your growing wholesale distribution business.

## Customer Relationship Management

- Sales Force Automation
- Lead Source Management
- Quoting and Opportunity Management
- Pipeline Management
- Sales Forecasting
- Marketing Automation
- Customer Support and Service
- Customer Dashboards

## Demand Planning

- Standard Safety Stock Levels
- Forward and Backward Consumption Planning
- Demand Planning
- Advanced supply planning
- Automated purchase order approval and creation

## Accounting & Financials

- General Ledger
- Accounts Payable
- Accounts Receivable
- Inventory Control
- Financial Planning and Budgeting
- Customer Billing
- Financial Planning
- Order and Procurement Management
- Supply Chain Management

## Inventory Management

- Demand Based Inventory Replenishment
- Manage Multiple Warehouses/Inventory Locations
- Dynamic Reordering
- Matrix Items
- Landed Cost Calculations
- Serialised Inventory
- Lot Management
- Bin and Put Away Management
- Barcodes
- Stock take and cycle counting
- Warranties
- Pick, Pack and Ship
- Freight Integrations

**“Implementing this software and partnering with DWR has completely transformed our business – they have helped us move to the next level.”**

Aaron Mitchell  
BajaRak Australia

## NetSuite is the No1 cloud-based ERP for Wholesale Distributors

The wholesale distribution edition of NetSuite allows distributors to accelerate their business growth with a single, unified cloud-based platform that provides sales, support, billing, accounting, shipping and business planning staff with access to the same data.



### Sales order management

Remove bottlenecks and optimise the sales order management process including automation, and unrivalled visibility, ensuring you deliver on-time.



### Inventory management

Manage and optimise your supply chain with automatically managed inventory levels and advanced supply and demand planning.



### CRM management

Improve visibility over the sales cycle with real-time customer data, opportunity and lead management.



### E-commerce integration

Omnichannel commerce can be a reality with NetSuite with seamless e-commerce integration with order management, customer service, inventory, merchandising, marketing, and financials.



### Marketing integration

Create automated marketing campaigns that include consistent, co-ordinated and personalised messaging to customers.

# BajaRak Australia – Case Study

SPECIALITY MANUFACTURER,  
DISTRIBUTOR AND RETAILER OF 4WD  
ACCESSORIES

ISSUES BEFORE IMPLEMENTING  
NETSUITE

BajaRack was created as a rugged solution for the adventurer that likes to go off the beaten track. Like many companies, BajaRack started with engineers that like the outdoors and the challenges that come from extreme off-road adventure.

They decided to build equipment that would withstand one of the most outrageous off-road races in the world – the Baja 1000.

The company philosophy is quite simple – to offer its customers the best products available in the market that they will enjoy and be proud of owning for many years. The BajaRack head office is in San Diego, California with the manufacturing plant located in Ensenada, Mexico however, its sole distributor in Australia is based on the NSW Central Coast.

The Australian operation is run by Aaron Mitchell who, for many years, has owned and operated a successful 4WD mechanical repair business in partnership with his brother Ben.

“We started our first business based on our passion for off-road recreation, and we’ve never forgotten that,” explains Aaron. “We put ourselves in the customer’s shoes, so we insist on providing quality products at an affordable price backed by outstanding customer service.”

After a soft launch in the local market, BajaRack experienced significant sales growth in a short period and needed to find a single, multi-purpose business platform that would allow them to manage stock movements, sales activity, invoicing, warranty information and CRM functionality in the one place. Aaron turned to DWR to assist.

## THE RESULT

“Implementing this software and partnering with DWR has completely transformed our business – they have helped us move to the next level,” he said. “The level of customisation it enables has allowed us to craft a dedicated solution that is a perfect fit for what we do.”

But above the excellent functionality, Aaron’s passion for delivering exceptional service was the thing that most attracted him to DWR.

“The level of attention and interaction that Nigel and his team have offered us is unprecedented in my experience dealing with suppliers of any description for many years”, explains Aaron.

“The professionalism of the DWR staff is nothing short of first class. I would recommend them without any hesitation to any growing business or any business running multiple software systems that want to remove inefficiencies from their workflow, and drive their business forward.”

# Suiteification – It's how DWR makes NetSuite work for you.

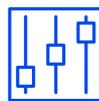
**At DWR we don't implement software ... we solve business problems.**

For years we have met with business owners, CEO's, Managing Directors, CFO's and Operations Managers who are frustrated by bad data and poor workflows. Information across products and services data is delivered inefficiently, slowly, inaccurately or inconsistently?

By undertaking a dedicated collaborative discovery and documentation approach to solving your business challenges, DWR can guarantee the budget, timeline and outcomes for your investment. We achieve this by providing a dedicated process which details the requirements, design and testing to reach the desired outcome. We call it Suiteification.



Consistency



Control



Visibility



Future-proof



Efficiency



### **Consistency.**

Reliable information that's delivered in a timely and consistent manner allows you to make decisions with confidence. With NetSuite, DWR will create your own "best practice" standards across every part of the business and enforce workflows that all users must follow.



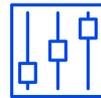
### **Visibility.**

NetSuite eradicates the need to run separate systems for accounting, payroll, marketing, operations, distribution and sales. By unifying your systems and data, DWR improves your visibility across all areas of your business.



### **Efficiency.**

Only when all areas of the business are aligned can you minimise your cost base and maximise profitability. DWR implements NetSuite to maximise efficiency and automates regular tasks to improve cashflow and allow your business to innovate and grow.



### **Control.**

NetSuite gives you better control over your business, allowing you to work smarter, not harder.



### **Future Proof.**

Every business should be flexible enough to leverage new revenue streams and transition to new operating models. As a cloud-based ERP, NetSuite gives you that flexibility and DWR can ensure your business is well placed to maximise future opportunities.

## Contact Us

NetSuite is the worlds leading Cloud ERP.

DWR has assisted many organisations in streamlining processes, removing inefficient double handling and save money and headcount in the process.

DWR can guarantee the budget, time and outcome of any investment in NetSuite using our path to Suiteification.



**ORACLE®**  
NETSUITE

HIGHEST GROWT  
PARTNER - ANZ  
2019 ★★★★★

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