

Case Study

CLIENT CHALLENGE

LetterLogic, a fast-growing print and mail outsourcing company for businesses across the globe, had an aging QuickBooks system that needed to be replaced. The company required a comprehensive, scalable, easily searchable and cloud-based solution that could handle five million transactions per month and perform standard and tailored finance and corporate functions.

WHAT WAS AT STAKE

The dated QuickBooks system was causing numerous issues:

- Data was overloading the platform; LetterLogic was in danger of losing all of its data.
- Because of its system, LetterLogic couldn't handle its normal volume of transactions and had limited search capabilities to access important information quickly.
- Only a handful of people knew how to use, and had access to, the QuickBooks system. With the growth of the company, more people needed access to the data anytime, anywhere.
- The company's industry was highly specialized, with dozens of different formats of invoices and communications; they needed to be able to tailor their plug-ins and templates easily, or they would lose a company differentiator.
- Minimal transition time – in a demanding business, the company didn't need to be saddled with slow-moving systems that were difficult to deploy.

THE KRAFT ENTERPRISES SYSTEMS (KES) SOLUTION

The Kraft Enterprises Systems (KES) model is to gain a comprehensive understanding of actual business needs and functions before making any technology recommendations, and in working with LetterLogic determined that NetSuite, a comprehensive, cloud-based platform with robust and flexible features, was the best solution.

KES' implementation team laid out a realistic timeframe for integration, transition, training and post-integration support that fit LetterLogic's expectations, and then provided weekly updates with action items for both KES and LetterLogic to accomplish. The KES team was available 24/7 for questions and troubleshooting, and worked closely with many members of the company's staff to ensure full understanding of the platform, what needed to be changed, and what could be avoided.

RELATIONSHIP AND RESULTS

For LetterLogic, the process was like expanding its IT team – KES specialists were onsite throughout the five month integration and became a regular part of weekly meetings and conference calls. All systems were married well; data was available by a wider range of approved LetterLogic employees in real-time; the customized views offered by NetSuite were exactly what the company wanted; and data security and disaster recovery were no longer issues.



Jennifer Anderson,
Chief Financial Officer
LetterLogic

The process went “as smoothly as it possibly could have,” according to Jennifer Anderson, LetterLogic’s Chief Financial Officer.

“Unlike others trying to get our business, the Kraft team showed us what the process was truly going to look like, met their milestones while being sensitive to our timelines and goals, and were realistic about costs and the true investment,” Anderson said.

“They anticipated issues we might encounter and offered solutions to them, and I never had to remind them about our business – they got it. They were 100% ‘on my team’ the entire way and saved us countless hours post-integration with their excellent training and straightforward solutions.

“I would recommend Kraft to anyone considering a similar deployment, without hesitation.”

ABOUT NETSUITE

- Simplified business processes, from order management to procurement.
- Integrated suites that eliminate data re-entry to reduce errors.
- A 360° view of customers across sales, marketing, service and finance.
- Easy access anywhere, anytime through the internet or on a mobile device.
- Real-time dashboards that provide an easy-to-use view into up-to-date, role-specific business information.



PARTNER



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