



Client Success
ERICKSON'S FLOORING
 WHOLESALE DISTRIBUTION

NET AT WORK STEPS UP NETSUITE'S VALUE PROPOSITION FOR ERICKSON'S FLOORING



ERICKSON'S FLOORING & SUPPLY COMPANY

CHALLENGE

Erickson's Flooring went directly through NetSuite for the purchase and implementation of its new ERP solution, but found that the vendor wasn't able to offer the services and industry expertise needed to address their requirements.

SOLUTION

The company engaged Net at Work to help it optimize NetSuite and serve as its technology partner going forward.

IMPACT

- A partner that understands the industry, the software, and their unique business is able to optimize NetSuite for maximum return on investment
- Net at Work's engineering and consulting teams work together to provide a targeted and strategic implementation
- Local, U.S.-based and personalized support streamlines problem resolution
- Company is realizing new efficiencies and thanks to the involvement of a knowledgeable and committed partner

Erickson's Flooring and Supply Company is a wholesale distributor of quality hardwood flooring products. Over the course of 77 years, the family-owned company has built a reputation for its extensive offerings backed by professional, expert service. Though it continues to honor its traditional roots, Erickson's Flooring today is a modern enterprise with five locations across the Great Lakes Region of Illinois, Indiana, Ohio, and Wisconsin. To ensure operations are ready for additional growth and expansion, Erickson's Flooring selected NetSuite as its next-generation ERP solution and engaged Net at Work to optimize the implementation and lead it forward.

VENDOR PROVIDES ACTIVATION NOT IMPLEMENTATION

"We originally purchased the software directly from NetSuite," explains Dave Powell, IT and Marketing Director for Erickson's Flooring. "They quoted the implementation too, and it seemed like the best option at the time. But it did not end up meeting our expectations."

The NetSuite Professional Services team provided a standard implementation approach that covered the basics, but it didn't allow for Erickson's Flooring to take advantage of all the software has to offer. "I think I'd refer to it as an activation not an implementation," says Powell. "It was a fairly cookie-cutter approach, and the discovery phase that is a vital part of any ERP transition just didn't happen."

Powell says some of the biggest challenges stemmed from the lack of promised vendor-provided resources. "We had two consultants assigned to us. While they were knowledgeable about the product, it didn't seem like they had the time to devote to our implementation and understand our business."

The concerns didn't end once the basic implementation was complete. Erickson's Flooring engaged a NetSuite recommended partner to create scripts to accommodate unique workflows within the software. "We weren't successful here either," Powell recalls. "While they certainly understood the software, I don't feel they were able to understand the nuances of our business. We decided to look for a NetSuite partner who could help us turn things around."

CLIENT SUCCESS: ERICKSON'S FLOORING & SUPPLY COMPANY

"If we had it to do over again, we would have retained Net at Work right from the start. They really allow us to unleash the power of NetSuite and put it to work for us."

IMPLEMENTATION OPTIMIZATION

Powell was familiar with Net at Work, having spoken with them prior to the initial sale. "They impressed us immediately," he says. "We knew the software could do all that we needed, but we needed a partner to get us there. Net at Work is that partner."

Net at Work's development team quickly remedied the malfunctioning scripts, and its consulting team worked through the entire NetSuite configuration with Erickson's Flooring to optimize workflows and ensure staff understood the advanced capabilities of the software.

"I'd describe the NetSuite approach to implementation as boilerplate — something akin to trying to land a plane from 20K feet," notes Powell. "Net at Work, however, landed right in at the ground level of our business. My advice to other companies is to find a partner that understands your business model and your industry

right from the beginning and has the resources to adequately support your needs.

A PARTNER WITH BOOTS ON THE GROUND

Powell has nothing but praise for the service and support the company receives from Net at Work. In particular, the value of a local, highly-knowledgeable United States-based support team is undeniable.

"Net at Work is our boots on the ground — we feel like we have their full attention — that we're important to them," Powell says. "With NetSuite the support was outsourced. It was frustrating to have to explain our business to a new support rep every time we called."

UNLEASHING POWER. MAXIMIZING VALUE.

Thanks to Net at Work, Erickson's Flooring is on track to maximize its return on investment in NetSuite. With the solution's base capabilities

mastered, Erickson's Flooring is again turning to Net at Work to help with some additional initiatives.

"We'd like to do more with eCommerce and the marketing capabilities within NetSuite," says Powell. "The software has so many capabilities and we'll continue to explore them and incorporate them in our operations."

What advice would Erickson's Flooring have for other companies in their situation? "Implementing NetSuite is a significant investment," Powell says. "Don't take shortcuts with the implementation. Hire a partner that will be your advocate and will work for you and with you to get everything right. That's how you get the most value out of NetSuite."

He concludes, "If we had it to do over again, we would have retained Net at Work right from the start. They really allow us to unleash the power of NetSuite and put it to work for us."

Net at Work — Business Performance Unleashed.

Net at Work provides their clients with the vision, leadership and support of a Virtual CIO. This allows them to focus on their core competencies knowing they can fully rely on Net at Work to implement technology solutions that unleash new levels of efficiency, performance and success. With experience across virtually every business discipline, the Net at Work team supports over 6,000 organizations in making software, systems and people work together in achieving their core organizational objectives. Their comprehensive range of services and solutions include ERP, CRM, Employer Solutions, eCommerce, Payments, to Cloud and IT Managed Services. From the company's founding in 1996, Net at Work has garnered wide industry recognition as problem-solvers and promise-keepers, which are the foundational principles on which all their client relationships are based, and that their clients say they value the most.