



Client Success

MISSION TILE WEST

DISTRIBUTION

MISSION TILE WEST AND NET AT WORK CRAFT A ROCK-SOLID FOUNDATION FOR LASTING SUCCESS

MISSION TILE WEST

CHALLENGE

Mission Tile West struggled with an unsuccessful initial implementation of NetSuite. The rigid, one-size-fits-all approach failed to align with their unique workflows, leaving gaps in reporting, purchasing, and order management.

SOLUTION

Net at Work provides the expertise and personalized support Mission Tile West needs. Net at Work optimized NetSuite with custom configurations, streamlined purchasing, improved financial reporting, and building a solid, sustainable foundation.

RESULTS

- Optimized implementation aligned the system with organization's unique workflows.
- Centralized purchasing frees sales teams to focus on customer service.
- Enhanced financial visibility gives salespeople better transparency into orders and performance.
- Reliable, responsive support supports continuous process improvements.

CRAFTING SPACES, BUILDING PARTNERSHIPS

For decades, Mission Tile West has helped homeowners, designers, and builders bring their visions to life with one of the most extensive tile selections in the country. From hand-glazed and hand-painted terra cotta tiles crafted in its own factories to imported selections from artisans around the world, Mission Tile West offers a curated mix of timeless craftsmanship and modern innovation. But beyond its impressive inventory, the company is known for something even more valuable—its commitment to service, design expertise, and customer-first approach, making it a trusted name in the industry.

“What sets us apart is our customer service and selection,” says George Adamson, co-owner of Mission Tile West. “We employ designers, not salespeople. Tile selection can be overwhelming for many people, so our team helps customers design their spaces, balance their budgets, and bring their projects to life. It’s much more about guiding people through the creative process than about selling products.”

The business is thriving with three retail locations, two manufacturing facilities, and 65 employees. As the company grew beyond the capabilities of QuickBooks, it required a more sophisticated ERP system to streamline operations. However, what should have been a seamless move to NetSuite quickly turned into a frustrating experience.

A ROUGH START WITH INITIAL NETSUITE IMPLEMENTATION

Mission Tile West knew NetSuite is capable of supporting its long-term growth. After learning about the platform from industry peers, the team reached out to another group directly for implementation. What followed was months of frustration, missed deadlines, and a lack of meaningful progress.

CLIENT SUCCESS: MISSION TILE WEST



“Net at Work didn’t just fix our system. They made it work for us. That’s the kind of partnership that makes all the difference.”

To Adamson, the previous partner’s approach felt rigid and impersonal. He recalls the process as a structured checklist with little effort to understand the way his business actually works. Simple requests sometimes took months to complete. Promises to resolve issues kept piling up, but forward momentum was slow. The implementation team consisted of six different specialists, each handling a different aspect of the project. Every meeting required a refresher, and instead of guiding the process forward, Mission Tile West found itself stuck in a cycle of delays and frustration.

Determined to make NetSuite work, Adamson and his team visited a vendor, Artistic Tile, whom they knew also uses NetSuite—to see the system in action. Inspired by their success, they asked Artistic Tile for recommendations and were introduced to Net at Work. That introduction changed everything.

TURNING THINGS AROUND WITH NET AT WORK

The transition to Net at Work brought the expertise and hands-on support that Mission Tile West had been missing. Instead of working with a rotating cast of consultants who had to be reintroduced to the project each time, Adamson’s team worked with a dedicated team that took the time to understand their unique business needs, workflows, and challenges.

Net at Work provided real-time problem-solving instead of deferring issues to a backlog. It was a complete shift in approach. Adamson describes the experience as night and day compared to their earlier struggles. Within weeks, Net at Work helped them move from a failing implementation to a functional, optimized system. The transition, which once seemed impossible, was finally happening.

One of the biggest breakthroughs came in purchasing. Previously, individual salespeople handled purchasing for their locations, which created inconsistencies and took time away from customers. Net at Work helped them centralize purchasing, shifting the responsibility to a dedicated team of three. The change improved efficiency, ensured consistency, and gave salespeople more time to focus on their customers.

Another key improvement came with financial reporting. Before NetSuite, salespeople had limited visibility into their own orders and sales data, waiting for end-of-month reports to track their progress. Now, with the right configurations in place, they have real-time access to KPIs and order statuses, helping them work more effectively and efficiently.



A FOUNDATION FOR GROWTH

With Net at Work's expertise, Mission Tile West has not only stabilized its NetSuite implementation but optimized it to fit its unique needs. The system is no longer simply functional—it's a strategic asset that fuels growth and efficiency. For example, payment processing, once a time-consuming task, has been streamlined. A new payment link on orders will soon eliminate the need for separate credit card authorizations, further improving the customer experience. Other tasks that took an hour now take just minutes.

Adamson views NetSuite as a tool for scalability, one that will support future expansions and new product lines. He acknowledges that growing businesses must embrace change, even when it's disruptive. Working with Net at Work gave Mission Tile West the confidence to take those necessary steps, knowing they had the right foundation in place.

A CULTURE OF PARTNERSHIP AND COMMUNITY

At its core, Mission Tile West is a family business. Founded in 1984, the company is now in its third generation of leadership, with Adamson, his brother, and other family members continuing the legacy. That sense of loyalty and care extends beyond the family—to employees, customers, and the community.

This commitment became especially evident in the wake of recent Southern California wildfires, which impacted many of Mission Tile West's customers. Adamson and his team responded not just as a business, but as a partner, providing support and flexibility to those navigating difficult circumstances.

That same philosophy guided their search for the right ERP partner. In Net at Work, Mission Tile West found a team that mirrored their values—responsive, dedicated, and invested in their success.

"Net at Work didn't just fix our system," Adamson says. "They made it work for us. That's the kind of partnership that makes all the difference."

ABOUT NET AT WORK

Founded in 1996, Net at Work is a leading technology advisor to thousands of small-to-medium sized businesses throughout North America. The consultancy offers a rich portfolio of technology, expertise, and services to help organizations derive value from the transformative effects of technology.

To start unleashing the power of your business, visit www.NetatWork.com.