



SUCCESS STORY

SunLand International



Location:

Campbell, California

Industry:

High-tech, optical storage, distribution

Challenges:

- ★ Too many legacy systems that didn't sync with one another.
- ★ Several specific needs that needed customization to the software that NetSuite could not provide.
- ★ Many roadblocks in making the software work for SLI's processes.

Solution: Netsuite

Results with Upaya - The Solution, Inc.

- ★ Ability to focus on core business.
- ★ Complete administration of the NetSuite system.
- ★ Customization of the NetSuite software to unique needs resulting in higher revenues, more productivity and less IT costs.

“For a company of our size the ability to use so many features really puts us at an advantage than we would have seven years ago. The investment in Upaya has been good and continues to be worth what we pay for.”

- Larry Friss, Vice President

The Results:

Sunland International hired Upaya in 2006 as the expert provider of support and implementation for the NetSuite software. Just a few months before that, Sunland, an optical storage distributor, had signed up NetSuite as its on-demand ERP software provider to sync all of its accounting, inventory and sales into one system that lived off NetSuite's servers and infrastructure.

Although Larry, Vice President of Sunland, was happy with the NetSuite software, he was not completely satisfied with the level of NetSuite's support because they couldn't customize it to Sunland's specific needs. He couldn't get the software to work the way he would have liked it to. That's where Upaya came in and Sunland outsourced the entire support and implementation of the NetSuite software to Upaya. Since implementing NetSuite with Upaya's help, Sunland has seen a very visible growth in revenues, which are up 30 percent compared to pre-NetSuite installation. Overall IT costs for Sunland have diminished by about 25 percent and productivity of its 16 employees has gone up considerably.

With the help of Upaya's expertise in implementing the NetSuite software, Sunland has been able to get much better visibility into inventory and cash flow.

Upaya came on board and the system was up and running in less than three months, “Upaya was very easy to work with and we wouldn't have been able to get where we were without [their] help,” Friss says. In other words, if NetSuite is the machine that helps Sunland run its business effectively, Upaya is the greasing oil that makes sure all the wheels are turning and coordinate well with one another.

The Challenges:

Sunland International is an eight-year-old company with international operations and customers all around the world. For the first several years of its existence, Sunland ran four different ERP and CRM systems to run functions like sales, accounting and inventory including Quickbooks and ACT.

The lack of a common system that integrated all functions into one so they could all talk to each other was causing a lot of work duplication, errors, and productivity loss, Friss says.

As a company, Sunland has very unique shipping requirements because of multiple carriers and serial numbers. Due to this, the system needed a lot of customization that NetSuite did not accommodate the modules provided by NetSuite did not match Sunland's needs.



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About Sunland International:

Sunland International (SLI) was founded in Silicon Valley in 1999, by three technology industry veterans. Banking on 70 years of combined experience and a deep knowledge of the optical drive market, SLI maintains a growth rate of 40% to 50% a year. Today, we support the supply chain of some of the world's largest technology companies and global OEMs. For more information: www.slidirect.com

About Upaya:

Upaya is a services company with expertise in Software as a Service Consulting and focuses on automating business processes by implementing solutions that cater to multiple business needs. We assist small and mid-size companies in improving business efficiencies and driving value to their organization through technology. With passion for quality and commitment towards the clients, we strive to achieve nothing but the best and superior customer satisfaction levels with each project. For more information: www.upayasolution.com

The Solution:

As a result when the NetSuite software was implemented, every process from accounting to customer records, order processing to customer e-mailing had to be fine-tuned to Sunland's requirements. Upaya did the painstaking work, step by step, with NetSuite to make sure the base system and processes were in place such as getting custom scripts for the order accounting approval process, which were unique in Sunland's case. Upaya's efforts paid off because now Sunland has all its business processes lined up from product allocation, order entry, credit approval, shipment tracking, shipping and financials. "Now we can enter a work order, build an assembly and track it all the way through, versus having an assembly item in Quickbooks," Friss says. "Now we have full visibility into whatever we're doing."

Once Upaya stepped in, Sunland's employees could focus on the core business. "Every minute we spend on this, we are not spending with our customers, vendors and growing our business," Friss says.

Even during the trial and debugging process, the system was accessible to the employees so they would continue being productive. Upaya also ended up training Sunland's employees so they could get maximum mileage out of their investment in NetSuite.

Upaya is also working with Sunland on their planning, improvement and enhancements for NetSuite for the coming year. Because of Upaya's friendly customer service, persistence to solve problems and quality of work, Sunland employees end up interacting more with Upaya than NetSuite.

Upaya has also ended up being the pacifier in this project.

"At times it was a very frustrating process and was very stressful, and I think Kapil Agrawal, Chief Architect was the calming voice helping us get through it."