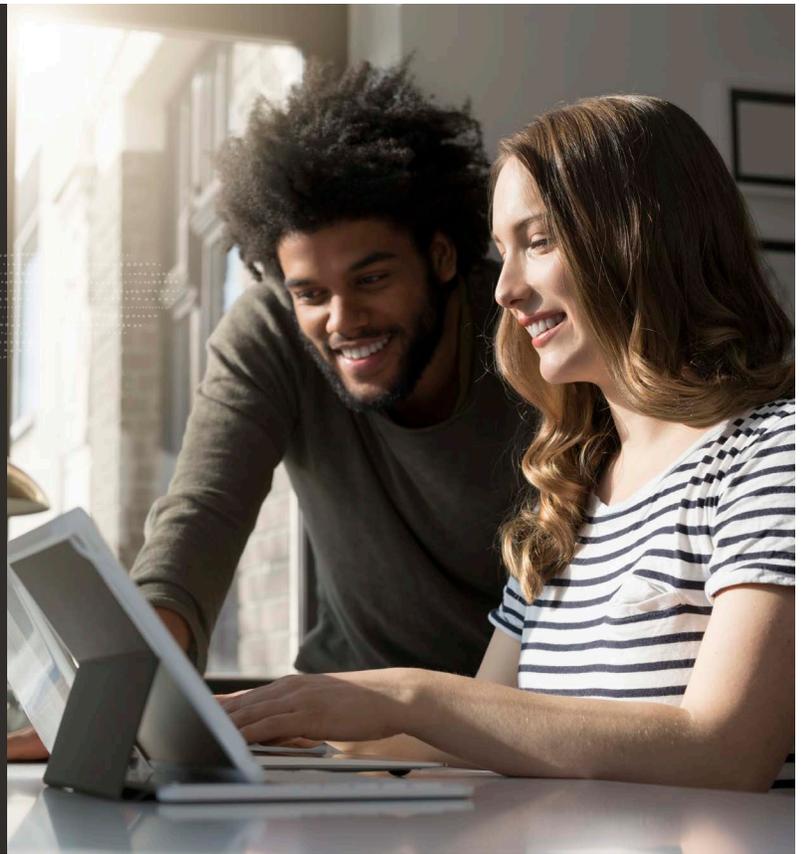




Global Product Resources, Inc.

Runs Its Business Online and Offline With NetSuite



After shopping around, Global Product Resources (GPR) chooses Upaya to implement NetSuite Cloud ERP, migrate its data and integrate with Magento.

As the creator of DecoBREEZE® decorative floor and tabletop fans, DecoGLOW® decorative giftable candles, and DecoFLAIR® unique home décor pieces, Temecula, Calif.-based Global Product Resources, Inc. has unique requirements when it comes to ecommerce storefront management.

“NetSuite’s all-in-one combination made it best-in-class for our company. NetSuite fit us best, and we felt it would scale very well with us.” Jeffrey Amon, President and Owner,
Global Product Resources, Inc.



“It was amazing. We want strong data integrity and efficiencies, both of which have been indispensable to our continued growth.”

Jeffrey Amon, President and Owner, Global Product Resources, Inc.

In business since 2005, GPR has 22 employees and works through both online and brick-and-mortar retail sales channels. As the company grew, it needed scalable software that would grow along with it and support its expanding product lines and customer base. It also needed a cloud-based system that its remote teams could access and interact with while on the road—both domestically and overseas.

As its online business expanded, GPR also needed a direct link between its Magento ecommerce platform and its financials and other back-end functions. Having used systems like Peachtree and QuickBooks, GPR went in search of a cloud-based enterprise resource planning (ERP) platform.

NetSuite Fit Us Best

In surveying the available systems on the market, GPR was disappointed to find that most were strong in financials and weak in inventory management (or vice versa). Most didn't include customer relationship management (CRM), so GPR would have to add that onto the system. In the end, this meant the company would wind up with a patchwork of systems to work with.

“We explored other technology options and the implementation, data migration and other steps all sounded very laborious and time-consuming,” said GPR's President and Owner Jeffrey Amon.

Upon evaluating NetSuite's cloud ERP, GPR knew it had found a multifaceted solution that would cover its needs.

Migrating in Under 30 Days

Working with NetSuite Partner Upaya, GPR completed a full data migration and NetSuite implementation in under 30 days.

GPR is using NetSuite for financial management, inventory management and customer relationship management. Now, GPR's salespeople can see whether a customer's credit is approved, when the last payment was made and other vital sales information on the same screen that they use to send out proposals. “Having the integrated CRM is awesome,” said Amon.

For GPR, Upaya built a direct connector between Magento and NetSuite. Because it ties GPR's storefront to its back-end financial management processes, the connector has eliminated much of the manual data entry and human error that GPR used to deal with. With ecommerce sales an even more critical sales channel in the current environment, GPR will continue to look for new ways to hook applications into its cloud ERP.

White Labeling Product SKUs

Within its Amazon business, GRP maintains a series of SKUs that it sells to Vendor Central (Amazon's wholesale arm). Because it sells similar SKUs on other platforms, the company utilizes NetSuite ERP to reduce channel conflicts among retailers and enforce minimum advertised pricing (MAP).

"MAP enforcement is really difficult to managed across all of the different marketplaces that we sell through," said Amon.

Using NetSuite's alias SKUs, GRP can create alias part numbers that refer back to an original SKU, then remove the SKU from inventory once it's sold. This all happens behind the scenes and out of the public eye.

"We can do that exercise over and over again up to literally an infinite number of aliases for the same SKU, effectively white labeling our SKUs to the public," said Amon. "The other ERPs we looked at couldn't do that. It was a really great find."

A Solid Partnership

According to Amon, Upaya was extremely easy to work with—a comment that he doesn't take lightly, having worked with many tech support teams over the years.

"A lot of them talk over you or they talk down to you, but I never cringe when I call Upaya for help," he said. "They also have many former NetSuite professionals on board who know the system inside and out."



 **DecoBREEZE**
DecoFLAIR

Company Snapshot

Company: Global Product Resources, Inc.
Location: Poway, Calif.
Industry: Manufacturing and Wholesale Distribution

 **upaya**
solutions for success

Partner Name: Upaya
Location: Palo Alto, Calif.
Email: sales@upayasolution.com