



# INNOVATIVE ECOMMERCE COMPANY LOOKS TO NETSUITE CLOUD ERP AS THEIR GROWTH CONTINUES UPWARD

With robust inventory management and order processing automation, KURU was able to pay for their NetSuite implementation and customization costs in the first year through efficiency savings alone.

Founded in 2005 and designing, manufacturing and selling their own footwear exclusively on their website, KURU saw the need to grow beyond QuickBooks accounting software.

“We used QuickBooks until we got to the point where we had grown so large and our rate of growth was such that we had to come up with something that was going to sustain who we were as a company for many years,” explains KURU CFO, Craig Rasmussen.

“It was incredibly valuable to have a partner who knew exactly what they were doing because they had done it so many times before.” **Craig Rasmussen**, CFO, Kuru Footwear



Kuru Footwear  
www.kurufootwear.com

“We had never been through an implementation of any system of substance [so] we didn’t know what we didn’t know. And that’s why we had to make the right partner selection. To make sure that we had somebody who would understand who we are, know what NetSuite could do for us, and marry those two and get us the best implementation.” **Craig Rasmussen**, CFO, Kuru Footwear

Being an innovative ecommerce business, KURU looked to an “in the cloud” ERP as their next step in accounting. After narrowing their solution to NetSuite, KURU was put in touch with our team at Eide Bailly, and as they say, the rest is history.

[Watch Kuru Footwear’s video case study >](#)

**KURU**

#### Company Snapshot

**Company:** Kuru Footwear

**Location:** Salt Lake City, Utah



**Partner Name:** Eide Bailly

**Headquartered:** Fargo, N.D.

