



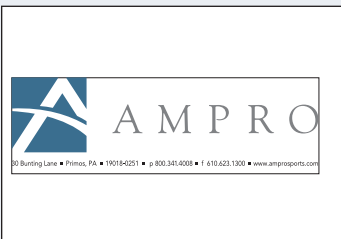
AMPRO

www.amprosports.com



At A Glance:

- **Company:** AMPRO
- **Location:** Primos, PA
- **Industry:** Advertising/Marketing;
Manufacturing;
Wholesale/Distribution
- **Challenge:**
 - Customers demanded client portal unavailable with existing software
 - No automated method to track order status
- **Software switched from:**
iCode Everest
- **Other software considered:**
iCode Everest Advanced Edition
- **Results with NetSuite:**
 - Cut order status tracking time to 15 seconds
 - Provided full customer portals, crucial to attracting and retaining corporate clients
 - Gained detail inventory status lookup



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— Harry Cooper, Manager of Information Systems

AMPRO

The Results:

By adopting NetSuite, AMPRO was able to bolster its ability to expand into the corporate merchandise market, rapidly deploying client access portals that business customers demand. “Under Everest, our old system, we were answering ‘no’ to one-third or one-half of our prospects’ questions about our customer portal capabilities,” says Harry Cooper, manager of information systems at AMPRO. “Now, we’re able to go after businesses that we probably would never have been able to sell.”

It is much easier keeping those customers informed and satisfied as well, with improved order status tracking. “Previously, if you wanted to get an order status, the sales rep would have to go from the art department to the screening department to the production floor and ask everyone if they had completed their part. You needed to see five or ten people trying to find out the status!” says Cooper. With the entire company using NetSuite and logging order progress, a status lookup now takes just a few seconds. The accuracy and precision of inventory data has also improved, allowing sales representatives as well as buyers to make more informed decisions.

The Challenges:

AMPRO manufactures and distributes sporting goods and promotional merchandise for athletic teams, schools, corporations, and retail partners. To maintain its industry leadership and better serve a demanding corporate client base with sophisticated needs, however, the company needed a better handle on its inventory, and to be able to provide a role-based customer portal with multiple access levels to the businesses ordering its products. Client managers wanted not only to see order status, but also to be empowered to approve orders and monitor their employee spending.

 Find out more: contact NetSuite, Inc. at 1 877 NETSUITE or visit www.netsuite.com



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AMPRO*

“There were a lot of requirements to make our corporate customers happy, or even to get the customer, and with iCode we would have had to upgrade, which was a ton of money and would have required us to rebuild the IT infrastructure at our company,” Cooper says. “And it didn’t even have some of the services we needed!”

AMPRO’s real-time inventory capabilities also left much to be desired, because the company could not consistently see detail down to each individual item in all available sizes and configurations.

The Solution:

Rather than engage in a costly overhaul of its current software, which would have required additional IT infrastructure the company didn’t want, AMPRO migrated its entire operation to NetSuite over a 3-day weekend and is now up and running with renewed accuracy and insight. The company prepared for the migration over a three-month period, working closely with NetSuite Professional Services to identify key modifications and new features to make it possible for AMPRO to manage everything from orders to expense reports in one solution. “At one point there were three different people from NetSuite out in meetings with our staff. We did a very intensive evaluation of the system, to make sure it was going to work as we added external employees,” Cooper says.

With basic sales automation functionality already deployed, AMPRO plans to move to the next level shortly and get its entire sales staff working orders from start to finish in NetSuite. “Our goal is to take away all of the keying in of manual sales orders.” Building on the success of its client portal, AMPRO plans to roll out NetSuite-powered partner centers in the near future as well.

AMPRO’s collaboration with NetSuite’s Professional Services continues, with Cooper’s team firmly in control of important changes to the system. NetSuite manages some of the more complicated configurations and customizations, but most of the changes are carried out by AMPRO’s IT professionals. “We wanted to manage most of the modifications, so once I saw how they were doing it, NetSuite’s NetFlex customization capabilities allowed us to take over. We did 70 to 80 percent of the modifications ourselves.”

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