



ECO Technology International Limited

www.ecotech-int.com



At A Glance:

- **Company:**
ECO is a retailer of office supplies to small and midsize businesses
- **Location:** Hong Kong
- **Industry:** Retail
- **Challenges:**
 - Introduce information technology into an essentially manual operational environment
 - Keep track of multiple, small transactions involving lots of products
 - Accommodate recycling operations
- **Software switched from:**
QuickBooks
- **Other software considered:**
Everest
- **Results with NetSuite:**
 - Customer satisfaction has improved because stock keeping accuracy has increased and transactional errors reduced through an integrated, cross-departmental ERP system
 - Reduced costs by improving operational efficiency
 - Facilitated marketing by providing accurate, well-managed record keeping
 - Sales has increased 30 percent every year since the company began using NetSuite

“NetSuite is the perfect fit for us. It continually helps us to optimize workflow and thereby improve our efficiency and raise customer standards. We are able to provide faster response times with fewer errors — and reduce our own administrative costs at the same time.”

— Roy Loh, Business Development Manager
ECO Technology International Ltd.

The Results:

Hong Kong-based office-supplies company ECO Technology International Limited transformed its operations using streamlined workflow technology from NetSuite. The result is a better standard of customer service — a vital key to success for a local business in a highly competitive market. “NetSuite has introduced a collaborative dimension to the way we work, which ensures that all information is readily available and shared across departments,” says business development manager Roy Loh. “This gives us faster response times and a reduction in errors, which improves the customer experience considerably.”

Using NetSuite for its accounting, customer management and marketing automation has also reduced ECO's operational costs. “With all corporate information properly logged, we can calculate what works best, or what combination of procedures will work best, and thereby save money.”

Since it began using NetSuite, ECO's sales have increased by 30 to 40 percent, and Loh credits NetSuite as one of the reasons for this increase.

The Challenges:

Nine-year-old ECO Technology International supplies small-to-medium-sized companies with office supplies — all sourced locally and from China — including stationery, paper products, printing machines and supplies, and binding machines. Its principal sales channel is the telephone, and it uses NetSuite in every area of its operations.

“Initially we had no IT system in place,” says Loh. “We used Microsoft Excel spreadsheets, and manual processes to run our business.” When it came to looking for a suitable IT system, Loh cites the UPS and FedEx models as his starting point: “We wanted a system like theirs to keep track of exact delivery stages. Although we're a local business, this is a highly competitive market that requires fast reaction times. As our business grew without a system to keep track of operations, the potential for making mistakes was growing. It was

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



“The standout highlight of NetSuite is integration. With NetSuite you get total integration, and a more manageable company.”

— Roy Loh

*Business Development Manager
ECO Technology International Ltd.*

vital that each person in the company could see at a glance exactly what another person had or hadn't done in terms of fulfilling a customer's requirements."

Loh spent some time looking for a suitable system. "First we tried having someone write us a bespoke system but that route proved to be far more time-consuming and complex than we had anticipated — which surprised us, because we had considered our requirements to be quite straightforward: a user-friendly system that would track workflow."

Using an Internet site that rates internationally available software in terms of strength and weaknesses, ECO narrowed the field to two contenders: NetSuite and Everest. "It was the response of the sales people that clinched it for us," says Loh. "The response from Everest was unsatisfactory. They eventually sent us a demo package, but there was no follow-up and no one returned our calls." The response from NetSuite was quite different. "They were prompt, helpful, and efficient, and we entered straight into discussions about both their ERP and their CRM capabilities." After a quick four-month implementation with NetSuite Professional Services, which Loh cites as a positive experience, ECO was up and running on NetSuite.

The Solution:

The ECO sales team needed to keep track of both its own performance and customer behavior, and the IT system it chose had to efficiently help it to do that. ECO found NetSuite to be a 90 percent match with its requirements.

The missing 10 percent, explains Loh, results from the more unconventional side of ECO's business: its recycling operations. "We call ourselves ECO because we recycle printing cartridges, collecting and selling them on to recycling manufacturers — which is a sort of backwards workflow from selling. But we worked around this with some customizations."

"All things considered, NetSuite is the perfect fit for us. It continually helps us to optimize workflow and thereby improve our efficiency and raise customer standards. We are able to provide faster response times with fewer errors — and reduce our own administrative costs at the same time."

Loh calls NetSuite the "enabler" for his company. "It is a tool that allows us to do a lot of things — from increasing customer satisfaction, to running our marketing campaigns, to keeping track of orders. Like in a restaurant, you have the chef and the stove. Without the stove, the chef can't cook all those great meals. That's how NetSuite is with us. Without NetSuite, we wouldn't be able to run our business this smoothly. It is a great tool."



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