

Company
Laguna Tools

Industry
**Wholesale/Distribution;
 Ecommerce**

URL
www.lagunatools.com

Headquarters
Irvine CA

NetSuite Product
NetSuite

NetSuite Users
25

Using NetSuite for
**ERP/accounting, CRM,
 Ecommerce, reporting**

Laguna Tools

*Woodworking Machinery Maker Cuts Costs,
 Grows Efficiency with NetSuite*

“There’s no comparison with our old system. NetSuite has helped us streamline our operations, become more profitable, and it has given us the ability to grow without any limitations.”

— Catherine Helshoj, Vice President and Owner,
 Laguna Tools

Challenge

- Competition increasing in economic downturn
- Fragmented IT systems added to business costs, slowed product shipments
- Lack of visibility into lead generation reduced marketing effectiveness
- Wanted to expand online sales – difficult with existing systems
- Wanted to decrease use of paper and toner, environmental impact by “going green.”

Solution

- Laguna replaced multi-vendor IT systems with NetSuite ERP, CRM, and Ecommerce
- NetSuite now serving 24 NetSuite users with customer base of 35,000 and more than 120,000 contracts
- NetSuite Web intelligence links to customer record so Laguna can track online behavior
- Online sales leads now entered automatically into NetSuite to eliminate manual data entry

Results

- Laguna now saving nearly \$90,000 annually in IT costs over old system
- Average order-to-shipment time has been cut from 3 days to 2 days
- NetSuite delivering 100% reliability, compared to former system’s average 2 to 3 outages per month
- Laguna boosts online sales with live inventory updates that take just 30 seconds, compared to 30 minutes with the old system
- Managers can now modify prices instantly to take advantage of sudden market opportunities

