



## TUYO

[www.lomioestuyo.com](http://www.lomioestuyo.com)



### At A Glance:

- **Company:** TUYO (Renueva Comercial SAPI de C.V.) creates a safe, reliable and convenient marketplace for the resale and consignment of second-hand goods and items — via the Web and retail stores.
- **Location:** Mexico City, Mexico
- **Industry:** Retail; Ecommerce
- **Implementation Partner:** TI America

*“We had limited resources and time that needed to be used wisely in order to develop our business in the planned schedule. NetSuite’s flexibility and out-of-the-box capabilities allowed us to focus on other aspects of our startup business without sacrificing the final product. It has been a cornerstone for our quick and successful launch.”*

— Oswaldo Trava, Co-Founder, Co-CEO, TUYO

### Challenges:

- To help launch its business, TUYO was searching for one system that would fulfill all of the following needs:
  - Quick to implement
  - Zero server or special hardware requirements
  - Great inventory controls
  - Flexible accounting for tracking consignment purchases
  - Website/webstore hosting
  - Physical point-of-sale (POS) system for the retail outlet
  - Customer relationship management (CRM)

### Results with NetSuite:

- TUYO’s implementation was quick (75 days), low cost and tailored to the business thanks to the personal touch of NetSuite partner TI America.
- Tracking TUYO’s vast inventory of unique second-hand articles is easily managed via NetSuite. Having one system for inventory, purchases and sales helps easily track what’s coming in the store and what’s going out.
- Webstore sales along with retail store sales (via POS system Onsite) are tallied real-time in NetSuite.
- NetSuite’s robust reporting capabilities allow the company to be flexible with their business model: being able to shift focus on most profitable business lines to reach breakeven faster.



🔗 Find out more: contact NetSuite Inc. at 1 877 NETSUITE or visit [www.netsuite.com](http://www.netsuite.com)