NETSUITE ONE WORLD MANUFACTURING: CLOUD SAAS SOLUTION FOR EFFICIENT ORDERS MANAGEMENT SYSTEM FOR SENSORIA INC.

Cloud Computing has opened up new horizons and Reply provides businesses with the support they need to move from the traditional data centre to solutions SaaS, based on cloud computing: IT business operation turns into a service provider. Thanks to the NetSuite ERP system and the vertical manufacturing specialisation, **Air Reply** has developed for **Sensoria Inc.** an integrated system capable of managing client orders, shipments and warehouse stock efficiently and securely.

THE CLIENT

SENSORIA INC. A WORLD LEADER IN THE NEW FRONTIER OF WEARABLES. An American company with an Italian heart, Sensoria fosters innovation through the use of an IoE (Internet of Everyone) platform that facilitates the creation of sports apparel and equipment fitted with sensors capable of providing useful real time biometric data for fitness, lifestyle and healthcare clients.

Sensoria Inc. operates in the b2c market, with its products sold directly online and through distributors, as well as in the b2b market, contributing to the creation of wearable products as part of the "powered by sensoria" co-branding initiative.
The production and sale of products, together with the provision of pre-assembled kits to be integrated into third party products, necessitates a well-rounded ERP system capable of handling accounting, warehousing, purchasing and order management activities for the direct sales and wholesale channels.
Currently **Sensoria Inc.** employs approximately 30 people, including permanent employees and consultants.

CLIENT REQUIREMENTS

INTEGRATION OF A CENTRALISED ERP SYSTEM OFFERING MOBILE ACCESS AND CUSTOMISED ACCORDING TO THE COMPANY'S NEEDS. The need to adopt, quickly and without waste in terms of budget, an ERP system designed to facilitate the computerisation of all business processes and which offered features such as: a centralised architecture accessible both from corporate offices as well as in a mobile context, with the ability to customise flows and business intelligence based on business-related and monitoring needs.

The main criteria to be fulfilled were:

– No infrastructure costs or costs related to on-site technological installations;
– Efficiency in the configuration of the company headquarters in the USA and possible roll-up for foreign companies;
– Coverage of customer orders and shipment management capabilities;
– Guarantee of flexibility both in terms of performance, in order to support the business volume growth, and of customisation, to be able to adapt to future SENSORIA Inc. business changes.

Thanks to its agile methodological approach, Air Reply shared the design vision with **Sensoria Inc.** in order to achieve the company's objectives, tearing down the technology silos and safeguarding daily activities while guaranteeing business operations even during the migration process.

The constant alignment between Reply and the client facilitated an immediate, step-by-step sharing of the results, allowing the customer to focus on the project objectives in full compliance with the project timeframes.

BENEFITS FOR THE CLIENT

IN JUST THREE MONTHS, THE NETSUITE SOLUTION HAS LED TO A SIGNIFICANT REDUCTION IN ORDER MANAGEMENT TIMES, INCREASING THE NUMBER OF TRANSACTIONS PROCESSED BY THE COMPANY'S EMPLOYEES. The implementation of a unified information system based on the NetSuite solution has allowed the client to eliminate a number of vertical tools, partially or not at all integrated with one another, in just three months, reducing order management times, increasing the volume of transactions processed, keeping the team agile and limiting the number of resources needed, all key elements for the success of a start-up in its preliminary growth phase.

SOLUTION

THE NETSUITE ONE WORLD MANUFACTURING VERTICALISATION: A TURNKEY SOLUTION THAT GUARANTEES SPEED OF IMPLEMENTATION AND SCALABILITY. Following a careful analysis of the management solution, **Sensoria Inc.** entrusted Air Reply with the development of an ERP Cloud system based on NetSuite and on the vertical manufacturing approach.

Its choice was motivated by:

– the high technological content of the application;
– the availability of the Air Reply operating bundle for manufacturing companies
– a speed of implementation guaranteed by Reply's experience.
– the possibility of adapting the configuration of the system to grow or change in line with the company's business;

The comprehensiveness of the operational functionalities and the real-time visibility of all information across all business areas has allowed the company to carry out a rapid implementation. This has facilitated the revision of various processes, eliminating a number of external applications and thereby ensuring that data is unambiguous and that strategic decisions can made quickly.

To ensure an optimal design process, Air Reply put in place an efficient team-working structure that played a key role in the creation and roll-out of the NetSuite solution.

The central features that ensured the success of the project can be summarised as:

– A sharing, right from the early stages of the project, of the set-up plans with company managers, who then became promoters of the choices made;
– Involvement of users from the very early stages of the project so that the system and business processes could be created with the users' active input, thereby ensuring that the system could be adapted to their changing needs over time;
– Speedy development of the procedures and specific reporting system used for carrying out critical business processes;
– A rapid adaptation of Air Reply's solution for manufacturing companies;
– On-site coaching of users during the early "go live" stages in order to facilitate all critical operations;
– Continuing development of the NetSuite system in a proactive manner with actions focused on helping the client in its own business operations.

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Air Reply specialises in the design and integration of its innovative NetSuite ERP Cloud-based solution. Through its expert team, Air Reply assists companies in the Italian and European markets, providing them with end-to-end support that, thanks to the team's familiarity with business and regulatory processes, allows it to work with customers both on revising any business processes that need to be moved to a cloud-based model, and on the design and implementation of customised applications (desktop and mobile).

The experience gained in various market sectors, together with the company's technical and regulatory expertise across a range of disciplines, translates into a competitive advantage for our clients. Our bundled applications, developed over several years and successfully adopted by major international companies operating in different market sectors such as Manufacturing, Retail, Professional Services and Wholesale, allow us to be proactive and effective in the development of projects impacting on all cross-company functions, from accounting to the supply chain, and from CRM to human resources management and ecommerce.

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