

SAVING COSTS ON INVENTORY MANAGEMENT AND IMPROVING CUSTOMER ENGAGEMENT USING NETSUITE

INDUSTRY
Machinery

SOLUTION
**NetSuite
Customization**

LOCATION
South Carolina

CLIENT OVERVIEW

Agricultural Mfg. & Textiles, Inc. (AMT) was founded in 1975 to provide quality products to the poultry industry. They are a wholesale distributor of equipment used primarily in the poultry, swine, and dairy industry. The company's products include over 900 items such as winches, hardware, tools, wire, hose, belts, and cable. AMT has been using NetSuite for a little more than a decade to manage all aspects of their business, including eCommerce.



THE CHALLENGE

Going through rapid growth, AMT found its existing inventory management systems inadequate to meet the growing business needs.

Primary challenges were:

- Management of rapidly growing stocks and inventory
- Limited localized resources for employee learning and training
- Planning and managing production matched to demand and supply
- Difficulties with decision-making, with significant business impact
- Reporting needs for financial decision-making

AMT's excess inventory in stock for long periods of time resulted in less than optimum storage utilization. They also faced a shortage of inventory which led to increased waiting time resulting in delayed delivery. As the consumers buying behavior changed, AMT also needed to improve their digital presence. They saw the need to modernize their website to attract more customers and efficiently engage their existing customers. AMT felt that even though they had been using NetSuite for almost a decade, some of their users were still untrained and hence they were still unable to utilize the full potential that NetSuite offered.

SOLUTION & STRATEGY

Amzur's experts helped revamp AMT's website allowing them to expand their customer database and improve customer satisfaction. Being an experienced NetSuite Solution Provider, Amzur suggested, designed, and implemented a solution to help optimize AMT's inventory management.

Amzur rendered the following services:

- Custom solution that committed inventory to sales orders only after prioritizing them based on certain factors identified by AMT
- Restructuring AMT's website to be responsive and mobile friendly using the new Cart and Reference Checkout modules available in NetSuite
- NetSuite Training & Support
- Customization using SuiteBuilder, SuiteScript 1.0 website redesign, and development

Automation for inventory management, production lines, and real-time financial reporting with no on-site maintenance allowed AMT to concentrate on its core business.

“ I first contacted Amzur in 2015, and they quickly and efficiently helped our wholesale distribution company with customizations for our ERP and business processes. As someone who has worked with many business consultants over the years, I appreciated the manner in which they addressed our needs and effectively implemented real world solutions that achieved tangible results. I have continued to use Amzur over the years because our company realizes the value their services continue to provide our business.”



Whether it has been website upgrades, ERP customizations, or implementing changes to our business processes, Amzur has helped our company adapt to business specific needs, and helped sustain the growth of our business. I encourage any company needing assistance with similar business needs to reach out to Amzur. ”

- Reid Taylor, AMT Operations Vice President

BENEFITS

Optimized inventory management allows accurate demand forecasting. With a revamped, responsive, mobile-friendly website, AMT increased sales efficiency and customer satisfaction. Training the users, discussing best practices, and walking AMT employees through NetSuite's processes helped AMT realize the potential of their NetSuite ERP system. Other benefits include:

- Facilitated learning for common tasks through document sharing and online tutorials resulting in time and cost savings
- Increased employee morale, productivity, and engagement
- Optimized inventory management that allows accurate demand forecasting and optimal inventory levels are maintained
- With a revamped, responsive, mobile-friendly website, AMT increased sales efficiency and customer satisfaction.



Amzur Technologies, Inc. (Amzur) is an award-winning ISO 9001:2008 certified Information Technology end-to-end solutions and support firm having global emergence with top-notch technology integrations. Amzur has a strong reputation for NetSuite customization and SuiteApp development services. Our team also has the expertise and experience in full-scale module development, product development, and small to mid-size integrations.

Delivery Model Inquiry: sales@amzur.com

Media: marketing@amzur.com