



Castel

www.castelmaison.com



At A Glance:

- **Company:** Castel is a distributor of luxury fabrics and textiles to the interior design trade
- **Location:** New York, NY, with 15 offices nationwide
- **Industry:** Architecture/Design, Wholesale/Distribution
- **Challenges:**
 - Wanted to move accounting processes away from outside contractors and spreadsheets to integrated, internal solution
 - Already running highly specialized ERP system for order management and customer relationships
 - Small, growth mode company could not afford unnecessary headcount or extensive retraining on new applications.
- **Software switched from:**
 - Outside accounting contractors, Excel
- **Other software considered:**
 - On-demand accounting packages
- **Results with NetSuite:**
 - Achieved real-time general ledger accounting of all activities without creating additional overhead
 - Preserved the value of extensive investment in customized ERP without sacrificing visibility
 - Avoided new hires and training downtime while adding new business capabilities.

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Results

Thanks to NetSuite’s industry-leading SuiteFlex integration system, Castel was able to adopt comprehensive accounting capabilities while preserving the extensive investment it had already made in a customized transactional application. “SuiteFlex is extremely simple and elegant. It’s great code, the most sophisticated and elegant API I’ve ever seen for ERP software,” says Marc Barrot, Castel IT manager.

Using SuiteFlex and the SuiteTalk scripting component, Barrot was able to rapidly build an interface between Castel’s custom ERP solution and NetSuite, which provides the company with a classical general ledger view of its daily activities, payables and receivables, and order status. None of the other options for adding a general ledger to Castel’s infrastructure would have given the company such instant and tightly integrated access to its custom ERP processes. “The classic way of achieving our goals would have been to move transactions in a nightly flat-file batch, but that is slow and would have reduced our visibility,” he says. “We have a much more fine-grained and real-time interface, thanks to NetSuite.”

Because NetSuite can be so tightly integrated with Castel’s existing software, the new solution provides productivity gains without the need for new personnel or professional development. “Castel is a small company, so we can’t have people do anything that is not absolutely necessary,” he says. “NetSuite allows us to do our accounting in-house, without having to hire new staff or retrain existing staff on a new application.”

Barrot says that even more significant than NetSuite’s technological contributions is the freedom it affords the company to operate by its own unique rules and processes, not be constrained by any templates or prescribed business rules. “NetSuite’s flexibility was a perfect match for us. We want to create tools around the business, not fit our business to the tools. NetSuite allows us to do exactly that.”

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



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Challenges

Castel is a leading supplier of high-end, luxury fabrics and textiles to interior designers, architects, hotels, airlines, and other decorating professionals. The company's intricate and complex sales cycle led to the internal development of a highly customized ERP solution to manage customers and orders. What Castel lacked was an in-house accounting and general ledger solution, which forced it to rely on outside contractors and error-prone, spreadsheet-bound processes to reconcile orders and manage the company's day-to-day positions.

Barrot did not want to reinvent the wheel and add accounting capabilities to the company's master application, but any new solution would be required to integrate with the existing ERP package at a very deep and detailed level, while remaining completely transparent to users who did not have time to be trained on a new application. “Our accounting needs were very basic, but our customer relationships and processes are very complex,” he says. “We needed to link every aspect of our in-house ERP solution to accounting transactions, without having to re-develop accounting functionality ourselves.”

Solution

NetSuite's SuiteFlex API was exactly what Castel needed to develop a hand-in-glove partnership between its own sophisticated software and an industry standard accounting solution. “Our in-house ERP system manages our workflow, which involves countless different steps and status changes made by different users in different locations,” Barrot says. “A sale can take three months from the initial contact to the time the fabrics are flown from Europe to an end user in the US.”

NetSuite's integration API is so extensive and transparent, most of Castel's employees don't realize that NetSuite is now involved in virtually every task. The application links between NetSuite and Castel's ERP solution are performed automatically, meaning Castel's users can continue to work in the ERP interface they already know. NetSuite receives instructions and updates behind-the-scenes, providing full recordkeeping without the need for double-entry. “Almost every piece of data that ends up in NetSuite is actually created outside of NetSuite, but the tight integration lets us record every order, deposit, bill, and payment logged in our ERP solution in the NetSuite database as well,” he says.

Judging from Castel's experience, it is little wonder NetSuite is fast becoming an industry favorite of cloud computing developers looking to add sophisticated functionality to their business environments. “A lot of thinking and research went into making SuiteFlex and SuiteTalk as simple to use as possible, and the API is extremely well thought-out,” he says. “I don't know of any other platform that would have allowed us to do such a detailed link between the two applications.”



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