



TradeCard Inc.

www.tradecard.com



At A Glance:

- **Company:** TradeCard is a supply chain collaboration platform for brands, retailers and their trading partners.
- **Location:** New York, NY
- **Industry:** Wholesale/Distribution; Apparel/Footwear; Consumer Goods; Computer/IT Services, Manufacturing
- **Challenges:**
 - Wide-ranging point solutions.
 - Several full-time employees tied up in data processing tasks.
 - Limited data on professional services availability or client engagement profitability.
- **Software switched from:**
 - Salesforce.com, Oracle Financials, QuickBooks, Clockware, Lotus Notes
- **Results with NetSuite OneWorld:**
 - Integrated the general ledgers of TradeCard's 5 subsidiaries, each with its own currency.
 - Eliminated hardware and software support contracts and one-half full-time employee by integrating with NetSuite.
 - Converted data processors to true business analysts.
 - Optimized resource utilization and gained clarity into customer profitability.

“NetSuite was the perfect partner to help us clean house.”

*— Nestor Zwyhun, Chief Technology Officer
TradeCard Inc.*

Results

NetSuite OneWorld gives TradeCard the always-available global platform it needs to support its international network. By adopting the NetSuite OneWorld cloud solution, TradeCard eliminated the ongoing costs associated with multiple servers, including a redundant disaster recovery site. Salary costs were reduced by one half full-time employee, and tens of thousands of dollars in maintenance contracts have been dropped. “Our true return on investment comes from the fact that we used to have a handful of folks who spent time simply massaging data out of various systems,” says Nestor Zwyhun, chief technology officer at TradeCard. “Now, we have been able to switch several full-time employees to a true analyst role.”

NetSuite OneWorld seamlessly integrates the general ledgers of TradeCard's five international subsidiaries, each with its own currency. “Before, we used one instance of Oracle Financials and four instances of Excel and QuickBooks,” he says. “It is a huge improvement in visibility and SOX compliance to have our books on a single system now.”

TradeCard employs NetSuite's Advanced Partner Center to build closer relationships with customers, giving key buyers on the TradeCard platform the ability to view data related to their trading partners through the NetSuite interface. The feature also provides a sales and support gateway to its primary reseller partner, which offers a private-label version of the TradeCard solution. “It is very valuable to us to allow outside organizations to log into our NetSuite platform with complete access to only their slice of customers,” he says. “The partners can provide Level 1 and Level 2 support with the same tools we have, ensuring that we are both looking at the same data when escalations occur.”

With the single-source accuracy and reliability provided by NetSuite, TradeCard has been able to implement and track budgets and KPIs in each department. The visibility in the professional services group, which juggles as many as 40 simultaneous client projects, has been markedly improved, gaining increased clarity over backlog and resource utilization. This in turn enables the group to optimize its staffing and project allocation.

Challenges

Founded in 1999, TradeCard is a key player in global sourcing and supply chain finance. The company's unique B2B trading platform pairs internationally recognized brands with

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manufacturers around the world as well as the lenders who finance their operations, providing tight controls and superior visibility over the steps between ordering and fulfillment.

TradeCard was constrained by an ad hoc technology infrastructure, with numerous systems and heavy reliance on spreadsheets to do simple analytical tasks. “Any company that is growing quickly doesn’t have the time to put in a big ERP infrastructure on Day One, so over the years we accumulated a mishmash of systems,” Zwyhun says. “Because data was stored in so many different systems, simple questions like, ‘Is this customer profitable, or not?’ were difficult to answer.”

Without taking bold action, the company saw that it would have no choice but to keep adding more and more point solutions, and more staff to support them. Given its fast-growth trajectory, that would have quickly become prohibitive. “Our business has grown at least 30 percent every year, and we’re processing 850,000 trading documents a month. This level of volume and growth requires speed and agility,” he says. “We saw that we had to adopt a single back-office solution, and to be proactive and prevent problems and breakdowns in our processes.”

Solution

NetSuite OneWorld proves to be the perfect fit for TradeCard, a pioneering software developer in its own right with complex processes and requirements. “Selecting a Software-as-a-Service (SaaS) solution was a high priority, since we are a SaaS vendor ourselves,” Zwyhun says. “And we needed something that was customizable, with a sophisticated web services API, because we knew we would need custom tables and scripts to support our unique business.”

Central to TradeCard’s success with NetSuite was customizing the solution to support TradeCard’s unique concept of a “trading pair” customer unit. “Now, NetSuite acts as a business intelligence tool allowing us to drill down into specific patterns of transactions between customers,” he says. “That required two different reports in the past, making the relationships harder to see.”

Because TradeCard’s business interests span the globe, the company worked with NetSuite Professional Services to ensure that the solution would be not only available, but also completely understood, in every office. “NetSuite helped us take a federated approach to implementation. We didn’t want the center of the universe to be in New York City, so we created process owners around the globe,” he says. “It meant a lot of presentations at odd hours, but NetSuite was there for us, and the approach was a success. We now have folks in Hong Kong, Taiwan, and Sri Lanka who are full-fledged NetSuite administrators.”

With NetSuite, TradeCard’s brightest minds don’t need to spend any time thinking about supporting internal IT requirements, but are instead free to focus on value-added improvements to the company’s core product. “We want our rocket scientists working on improving the TradeCard platform, not supporting back-office financial software,” he says. “NetSuite takes care of those details, and enables us to get on with our top priority: to scale and grow without having to hire more and more people. NetSuite was the perfect partner to help us clean house.”



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