



## 2Pure UK Ltd.

[www.2pure.co.uk](http://www.2pure.co.uk)



### At A Glance:

- **Company:** Leading company that launches and helps establish brands in the UK through distribution, wholesale and marketing under several brand identities.
- **Location:** Edinburgh, United Kingdom
- **Industry:** Outdoor lifestyle products
- **Challenges:**
  - Integrated system to tie together CRM, ERP and multiple e-commerce websites
  - Rapid growth required an accessible, user-friendly system that could scale with the business
  - Minimise overheads and remove time consuming manual processes.
- **Software switched from:**
  - Sage (in previous business)
- **Results with NetSuite:**
  - NetSuite has helped support a 95% increase in turnover
  - 25% of sales staff's time saved through new website
  - 40% extra warehouse space created
  - More efficiently monitored financial tracking.

*“Our turnover increased by 95% last year and NetSuite has been a key component in supporting that growth.”*

— *George Bowie, Director, 2Pure UK Ltd.*

### RESULTS

2Pure UK Ltd. is a leading company that launches and helps establish brands in the UK through distribution, wholesale and marketing under several brand identities. The business turned to NetSuite for a single solution to all its distribution and wholesale challenges. It invested in NetSuite specifically for two key reasons: firstly, to manage its overheads and keep costs as low as possible; and secondly, to integrate all business-critical applications, including the company's multiple e-commerce websites.

NetSuite's integrated system combines CRM, ERP and e-commerce functionality, eliminating the need for the majority of manual processes that came with the day-to-day running of the business. A significant amount of time, for example, would otherwise be spent transferring data from one application to another by hand, duplicating work and sapping employee productivity. By automating these processes, 2Pure Director George Bowie estimates that staff have 25% more time available to focus on sales. "NetSuite saves us time and allows us to focus on running the business," says Bowie. "Our turnover increased by 95% last year and NetSuite has been a key component in supporting that growth."

Another key benefit of the system is the real-time transparency it provides into how the business is performing through role-based, customisable dashboards. The improved availability and quality of customer data gives staff access to all relevant information with which to monitor and build customer relationships. Bowie uses outstanding customer payments as an example: "In an average month, 1.5 per cent of our turnover is overdue. As a growing business, we can't afford to have any income unaccounted for, especially in today's economic environment. We need to know exactly where any outstanding money lies and NetSuite's customer dashboards ensure staff are fully aware of a customer's payment status and are able to follow up accordingly."

NetSuite has also enabled efficiency gains in 2Pure's warehousing and stock control. Streamlined picking and packing means that the time taken from order to dispatch has been reduced. The increased efficiency in the warehouse has enabled the company to review the layout and create 40% more space. Such savings have proved to be vital in allowing the company to grow at the rate it has without investing in additional premises.

Handling and distributing the variety of brands that 2Pure does, which range from cycling accessories and snack bars to sports clothing, requires multiple websites to effectively target each of its key consumers and maintain individual brand identities. The NetSuite package allows 2Pure to build multiple stand-alone sites, tailored specifically for each brand, where all e-commerce data feeds back into NetSuite's single database. "Our separate brands have different audiences and it's hugely important for us to maintain

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— George Bowie  
Director, 2Pure UK Ltd.

distinct online identities,” says Bowie. “NetSuite allows us to run multiple sites and keep track of their combined performance without any additional hassle.”

As a business that spends a significant amount of its time promoting brands, 2Pure designs marketing material using Apple Mac computers. The company ideally wanted business software that could run on the same machines, saving further IT investment. The flexibility of NetSuite’s system, which only requires a web browser and Internet connection, meant that it could be run on the same computers, easing the implementation process and saving further expenditure.

### Challenges

2Pure UK Ltd has been using NetSuite since it launched in 2006. It has two key areas to its business — the marketing of brands in the UK and the distribution of their products and accessories. It faced the challenge of implementing one software solution that could cater for its customer relationship management and back-office operations, and also manage multiple B2B and B2C e-commerce websites. “Past experience has taught us that software such as Sage, which handled accounting but didn’t include any CRM functionality, was not appropriate,” says Bowie. “We wanted a customisable, integrated and user-friendly solution that delivered all relevant business processes within one package.”

As a rapidly expanding business, 2Pure also required a system that was easy to implement and adapt to, and that would scale easily as the company grows. An online system such as NetSuite could offer fast implementation, the removal of many associated IT management costs and the flexibility to expand in line with the company.

### Solution

2Pure now has 13 NetSuite user licenses for all its employees and a unified system to support its CRM, e-commerce, stock control and accounting needs, as well as supplementing the company’s marketing role.

“NetSuite offers a unified system to run our business which enables complete transparency. A key feature for us is the dashboards, which allow us to easily view and track exactly what’s going on with all aspects of the business,” says Bowie. “Being completely online and within the cloud allows staff to work just as effectively from home — enabling a flexibility and work ethic that many businesses can’t afford.”

NetSuite also provides 2Pure with options for the future. “The multisite functionality of NetSuite, meanwhile, is a major factor in determining our future online presence. As we further expand the number of websites that we have, we’re safe in the knowledge that each separate URL will feed back to the same CRM and backend system, streamlining our business processes,” says Bowie.

2Pure is also considering allowing vendors visibility into their own dashboards, giving them greater transparency to their stock figures and shipments in transit assisting them to manage their own manufacturing and forecasting requirements without the constant need for updates from 2pure.

“This ability we now have to expand NetSuite dashboards to our vendors is typical of the way NetSuite allows us to foster relationships that help us build our business and grow together with our vendors.”



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