



Lightyear Technology, Inc



At A Glance:

- **Company:** Lightyear Technology, Inc.
- **Location:** Atlanta, GA
- **Industry:** Computer Software, Distribution/Wholesale
- **Challenges:**
 - Company needed to tie an integrated front and back end system into its fulfillment operations
- **Software switched from:** Quickbooks, ACT!, MAS 90, SalesLogix, FedEx
- **Results with NetSuite:**
 - Saved \$50,000 a year in employee productivity and salaries due to UPS integration link



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The Results: UPS Integration Reaps Rewards

Lightyear Technology’s product line is a seemingly simple one to understand and market - the company provides imaging equipment for the dental industry. Behind the scenes, though, the process for configuring and placing orders can be very complex given the high tech components of the product. Therefore, Lightyear Technology was able to realize significant savings because UPS’ order fulfillment system is integrated with NetSuite’s accounting and customer service systems.

“This is not an entry level job, processing these orders,” COO John Borden explains. “It requires high end - and expensive - human resource skills to do it correctly.” He estimates that the link to UPS saves between \$40,000 to \$50,000 a year in employee productivity and salaries.

Under the old system, Borden said one person could at best process between 12 and 15 orders a day. “With NetSuite we have doubled that,” he says.”

The Challenge: All or Nothing

As a high growth company, Lightyear Technology needed a system that could scale quickly. For its initial start up phase, the company had utilized QuickBooks and ACT! for its accounting and sales lead tracking and customer service needs. The problem was, these applications did not integrate well.

“We realized that in order to serve our customers and maintain our books properly, we would need a system that tied everything together — sales force automation, lead generation, lead tracking, customer support services and accounting.”

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“Previously we were using FedEx for our shipping, and it was a very cumbersome process as we would have to take the appropriate customer data out of our CRM database, manually retype it into FedEx’s Web site and generate a mailing label. From that label we would receive a tracking number, which we would have to retype -again! - into our CRM database. ”

*— John Borden, COO
Lightyear Technology, Inc.*

Borden examined a number of applications that could do one or part of these functions well. He looked at MAS 90 and SalesLogix, for example, and while each offered decent accounting and CRM functionality, respectively, that was all they offered.

“We saw a lot of solutions that did only one function out of the many that we needed. They might have had a good financial package but it could not tie to customer service or it might have been able to handle inventory well but you could not see other metrics on the dashboard. And a lot didn’t even have dashboards in the first place.”

Another problem was the manual back and forth Lightyear Technology had with its third party fulfillment provider, Borden says. The typing and retyping of customer data and tracking numbers left an uncomfortably large margin for error.

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The Solution: Customers Appreciate the End-to-End Integration

Right away Borden saw the benefits of having NetSuite link directly into UPS.

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In fact, Borden says, Lightyear Technology “raised the bar substantially in our customer service practices after we implemented NetSuite.” Because the customer data is concentrated in one location, the service reps no longer had to rummage through multiple computer files to find out what a customer had ordered, what was owed or the shipment status. “NetSuite allows us to see the entire history - including a trouble ticket, which an immense improvement over other systems - with one click.”

As for internal efficiencies, Borden points to NetSuite’s Dashboard, which he uses to keep track of the key operating metrics of the company. “It’s like a one stop shop for business intelligence. I can see last month’s sales versus this month, our current bank balance, current payables, how many trouble tickets were opened last week versus this week and how quickly they were resolved. I can look at the forecast for the month and the number of prospects we have in the system - all in one glance.”

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