

Case Study



Background

EYE Lighting Australia, an innovative leader in lighting technology with over 22 years of experience, specialises in creating superior lighting products. However, they grappled with an unsupported, outdated Epicor ERP system that failed to support their sales processes, presenting significant challenges.



EYE Lighting Australia has become a reputable and significant part of the local lighting scene from its incorporation in August 1974.

Since those early days, operations have expanded with a presence throughout Australia and New Zealand.

Our strength is to provide efficient lighting solutions for many varied applications.

Today, EYE Lighting Australia is widely recognised as a significant supplier and capable of delivering lighting solutions to the many facets of industry.



Industry:
Manufacturing



Location:
Wacol, Qld



Solution:
NetSuite Manufacturing

The Challenge & Opportunity

EYE Lighting Australia, known for its diverse product portfolio and distinct market approach, faced considerable hurdles in managing their operations due to the inherent complexities of their sales order stock fulfilment, lack of CRM and manual processes. This intricacy was accentuated by the out-of-date Epicor ERP system, which was insufficient in handling the complexity of their sales order processes, creating a significant operational bottleneck.

The challenges further compounded due to a severe lack of visibility in their business data. The existing ERP on-premises system, left many aspects of their business data "outside of the system." Consequently, forcing the staff to exchange spreadsheets frequently, leading to data inconsistencies and unreliable information. The absence of a CRM resulted in incomplete data within the system, with only basic information available and detailed data challenging to procure.

EYE Lighting was weighed down by cumbersome, manual processes like the need for drop ship and transfer orders between different locations. These processes, in addition to being inefficient, also made their operations quite labour-intensive. Additionally, they encountered issues integrating data from various locations, which obstructed access to real-time data on order and production status. This problem significantly affected their capacity to operate efficiently and respond to customers and distributor queries promptly.



In Response

In response to the challenges faced by EYE Lighting Australia, OneKloudX stepped in to implement NetSuite Manufacturing - a solution specifically chosen by EYE Lighting due to its scalability to match their business growth. This new system was designed to address their current issues and support their diverse product portfolio and unique market approach.

NetSuite Manufacturing promised capabilities that stretched beyond mere financials. The system offered a robust solution for managing multiple subsidiaries and introduced cross-fulfilment functionality that could handle inter-company journaling automatically. This improvement provided a much-needed respite from the convoluted sales order stock fulfilment that previously troubled EYE Lighting, enabling them to focus more on their core business operations.

Furthermore, the implementation of NetSuite Manufacturing brought along several additional features designed to enhance business efficiency. It introduced a CRM system that solved the issue of incomplete data, ensuring that detailed information was readily accessible.

Moreover, it incorporated workflows for sales opportunity management, further streamlining the sales process.

This comprehensive solution offered by OneKloudX with NetSuite Manufacturing was a significant stride towards overcoming the operational hurdles faced by EYE Lighting Australia.

The Outcome

The implementation of NetSuite Manufacturing by OneKloudX for EYE Lighting Australia resulted in transformative outcomes that significantly streamlined the company's operations.

The introduction of cross subsidiary inventory sales orders eradicated the need for cumbersome manual processes and minimised the number of accounting steps required to process transactions. The new system allows EYE Lighting Australia to fulfil orders and receive returns from one or more locations across the organisation.

NetSuite replaced paper and spreadsheet-based systems with a robust CRM platform. This switch reduced data inconsistencies and information gaps, providing a single source of comprehensive 360-degree view of the data. Now, all operational and financial information that anyone at EYE Lighting requires is readily available in the system, offering real-time visibility across the entire customer lifecycle – from opportunity, sales order, fulfilment, and support. This seamless access to data not only improved the accuracy of business decisions but also enhanced the speed at which orders were processed.

The multi-location fulfilment within NetSuite has provided EYE Lighting with visibility into stock across all locations so staff can proactively monitor stock levels and sell through different locations as required to satisfy distributor and customer sales requirements.

With the integration of batch tracking, EYE Lighting Australia now possesses the capability to document meticulous details regarding their inventory. Each batch is identifiable through a unique batch number, facilitating thorough traceability even when the product has reached the customer's hands.

"The positive transformation brought about by NetSuite ERP has been revolutionary. It has streamlined our operations, eliminated complexities of sales order management, and eradicated cumbersome manual processes that were a constant burden. With a single source of comprehensive data, real-time visibility into operations has empowered faster, more accurate decision-making. The inventory management has improved tremendously, thanks to enabling cross subsidiary inventory tracking and sales, leading to greater efficiency and enhanced customer satisfaction."

Anthony Caruso, CFO

