

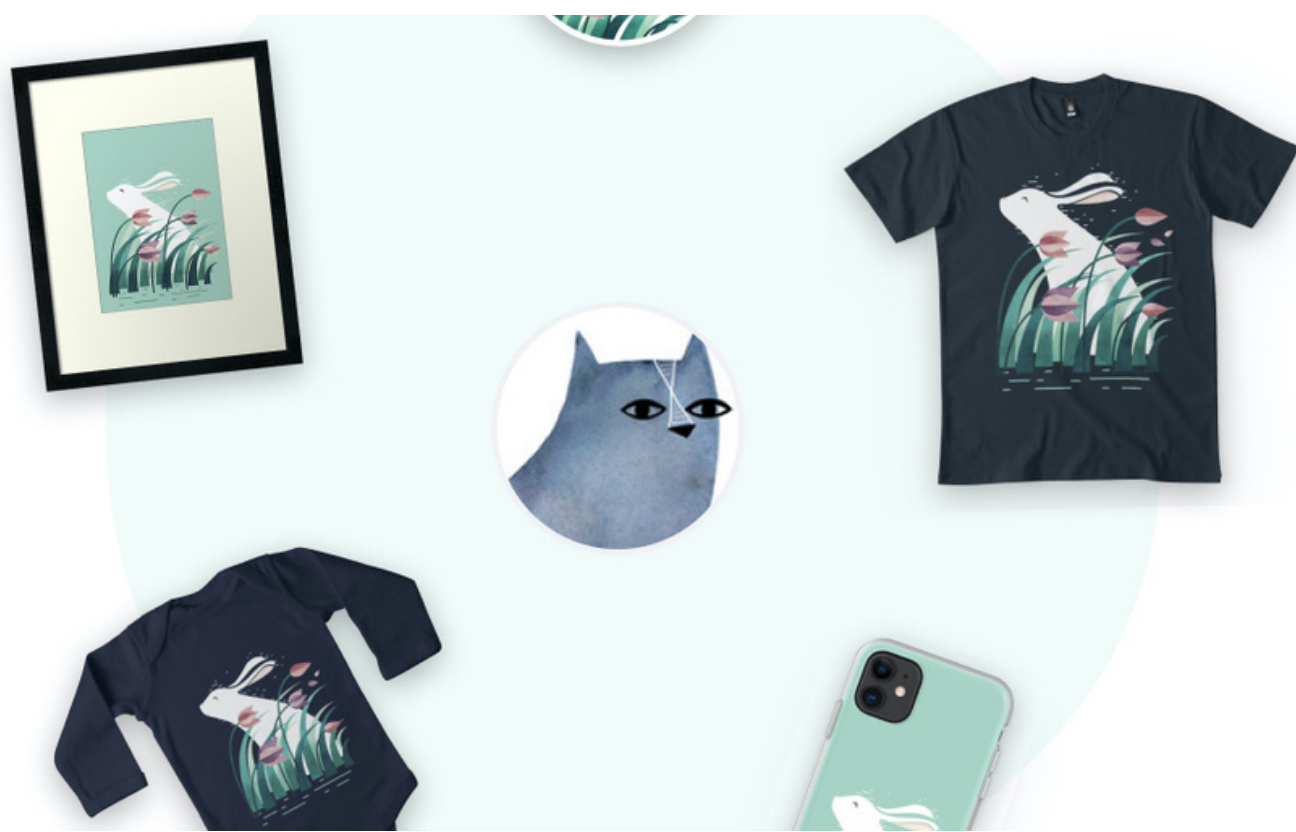
Case Study



Background

Redbubble has been using NetSuite for years but had not taken advantage of its full potential. The company had a satisfactory experience with NetSuite overall, but they knew there was room for improvement.

When their main support person left, the company remained with one of the most versatile ERP systems, but without the in-house capability to maximise the solution. The Redbubble team understood that NetSuite presented them with immense capabilities, but did not have the technical capacity in-house to help make that a reality.



Redbubble runs based on the philosophy of bringing more creativity into the world. Founded in 2006 in Melbourne, Australia, the company empowers artists by giving them newer approaches to selling their creations. Its customer base has grown over the years to connect as many as 700,000 artists and designers throughout the world with millions of enthusiastic fans.

One of the company's important growth points has to do with acquisition, particularly that of TeePublic. The acquisition required TeePublic to continue serving its usual market segments and operate independently. However, the financial side of the new company had to be managed by NetSuite, the same solution that Redbubble had been using for years.



Industry:
eCommerce / Retail



Location:
Melbourne, Vic



Solution:
NetSuite MidMarket Edition

The Challenge & Opportunity

The other major challenge came about when Redbubble acquired TeePublic. The company had the intention of continue being a customer of NetSuite and needed someone who could help integrate the financial side of TeePublic into NetSuite. Migrating TeePublic from Quickbooks into NetSuite, the integration needed to be co-ordinated so that it maintained uniformity with how Redbubble currently did financial reporting. More importantly, it had to ensure that there was uniformity in the multi-currency exchange rates used across the business. This was an important requirement owing to the fact that the business services artists and fans worldwide.

Apart from just having a comprehensive ERP system, Redbubble was additionally interested in the auditing aspect. They wanted to be able to conduct a top-level audit review that provided useful information on the company's true picture on how it utilised the system. They also required ongoing training of users.





In Response

OneKloudX had perfect timing contacting Redbubble, just when they had important activities taking place in their ERP system. The focus was on the integration of NetSuite in their new business acquisition – TeePublic. OneKloudX rolled out NetSuite into the financial side of TeePublic. The most important integration was the currency exchange as Redbubble is an international company. To achieve this real-time view, the OneKloudX connected to their bank's currency exchange. Other key implementations entailed all the financial reports – balance sheet, trial balance, historical data loading into their NetSuite. This took a couple of months to complete but was done with the highest accuracy and attention to detail.

The chart of accounts was also remapped to have the same reporting levels and standards that the management team required. Auditing is a continuous element for every company, and we were able to establish the baseline for how that would be done going forward.

After successful implementation, users were taken through requested training on a one-on-one basis. Redbubble and TeePublic continue to operate independently, but both of them have unlimited access to the OneKloudX NetSuite team who resolve their issues as soon as they arise. The ongoing works include optimising user roles and their access levels. With the increased importance on data analysis, the OneKloudX team are optimising the company's dashboards for ease of use and fit-for-purpose across the organisation.



The Outcome

As a result of this implementation, Redbubble is now able to use NetSuite to its full potential while TeePublic has been successfully migrated from QuickBooks to the comprehensive ERP solution, NetSuite. Currency updating has been automated, as this is an important undertaking for a company of the status of Redbubble as it operates internationally. It saves their staff a lot of time daily that would have been spent manually updating currencies, while reducing the reliance on spreadsheets.

With this implementation, Redbubble and TeePublic can now consolidate in real-time because they are on the same ERP platform. There is clear visibility on the operations of both businesses as everything is in one solution for all the relevant parties to see. Users have been trained at every key milestone, and their roles optimised to make sure that they utilise NetSuite to its full potential.

Redbubble are able to understand the true picture of the company and trust the results of their audits and reports across the two business entities, knowing that their people have the skills with the modern ERP solution to manage the business.

“The OneKloudX team was a pleasure to work with while developing our NetSuite integrations. They were able to work across multiple time zones and jurisdictions to deliver a solution that met all of our USA requirements into our existing NetSuite instance. Their expertise has been invaluable in our transition between banks throughout the international business acquisition, and the consolidation of financial and operational data from Quickbooks into NetSuite. With their knowledge, agile approach, staff training programme, and ongoing support we were able to get started quickly. Without OneKloudX and NetSuite we would not be where we are today”.

Grant Robson, Financial Controller

