



Corso's Cookies

www.corsoscookies.com



At A Glance:

- **Company:** Corso's Cookies
- **Location:** Syracuse, NY
- **Industry:** Food/Beverage;
Electronic Commerce;
Wholesale/Distribution
- **Challenge:**
 - Lack of integration between online and on-premise enterprise solutions
 - 22 different resellers submitted orders in 22 different formats, each of which had to be re-keyed manually
 - Could not produce integrated shipping labels, customized gift cards, unique logos and promotional codes
 - Slow workflow threatened to limit growth of new reseller accounts
- **Software switched from:**
Yahoo! Store
- **Results with NetSuite:**
 - Integrated, automated shipping of orders
 - Integrated, automated entry of reseller orders, eliminating wasteful labor and data entry errors
 - Automated printing of shipping labels, customized gift cards, unique logos and promotional codes
 - Eliminated need for costly temporary labor during peak seasons
- **NetSuite Business Partner**
 - Oz Development
www.ozdevelopment.com

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— Trevor Whiting, CIO
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The Results:

Corso's Cookies has sweetened its operations with NetSuite, complemented with OzLINK Shipping and OzLINK Import from top NetSuite partner Oz Development, resulting in significant improvement in order processing time and an end to seasonal hassles.

With standardized account management and a complete integrated shipping solution, major accounts no longer bring the company to a standstill in peak times. "We have been automating our larger resellers, and our business has grown exponentially through them," says Trevor Whiting, CIO. "Four years ago we were in a basement, but we just moved to a 13,000 square foot facility."

Most importantly, Corso's can keep the cookies baking during peak holiday seasons without fear that the company won't be able to make good on its sales commitments. "Last Christmas we stopped taking orders — we were backlogged keying them in and just couldn't handle them," Whiting says. "Now, I can take on any new reseller through our automated processes, and the only reason we can do that is because of NetSuite, with its Customer Center, and Oz Development, with its OzLINK integration solutions. And every day it gets a little busier."

The Challenges:

Commercial bakery Corso's Cookies produces gourmet, customized baked goods for customers across the country, sold both direct and through a network of over 100 resellers. Behind the scenes, the company has the same kinds of operational needs as any manufacturer, albeit with a hungrier clientele.

Corso's Cookies has grown from a small-time operation to a multi-million dollar business in a short time, and that expansion has changed the scope of the company's operating needs. "Earlier, when we weren't doing a whole lot with resellers, Yahoo! Store worked for us," Whiting says. "But when we started to take on resellers, there was no good way to take their orders. We were getting orders in e-mail, all in different formats, and had no way to standardize."

Getting reseller orders into the company's process required printing out ad hoc e-mail and re-keying it into the shopping cart. And the company's bimonthly order reconciliation

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process was getting out of hand. "As soon as we got to a point where we could finish billing, we would have to start billing again."

On the flip side, Corso's Cookies also needed to consolidate its shipping efforts. There was no shipping integration, leading to delays when the company had to tie tracking numbers to individual client orders. Furthermore, "we needed to print customized gift cards with personalized messages and the logo of the reseller," says Whiting. "And we needed to insert a promotional code to spur reorders. And, of course, we needed a custom packing slip and carrier shipping label, all with information integrated from NetSuite and UPS. All of this printing, collecting, inserting, copying and packing was killing us, and resulted in errors up and down the line."

Corso's was unwilling to pull back on its commitments to quality and timeliness — all orders placed by noon are guaranteed to go out the same day — so a new system to manage orders was needed. "It's crucial that we get orders in on time, especially since we are dealing with fresh baked goods," Whiting says.

The Solution:

To eliminate errors and streamline its order processing and fulfillment workflow, Corso's Cookies adopted NetSuite. Few small-business solutions made the company's short list because they did not fit the business model. Although many enterprise operational systems are designed to manage drop-ship relationships, most cater to the middleman rather than the drop-ship point of origin. Since Corso's is the point of origin, the company needed to manage drop-ship resellers as well. "There are not many systems out there that work for drop-shipping in reverse, but the way NetSuite is set up to be customized, we can use it," Whiting says. "And it allows us to have one system to manage everything — including ecommerce — instead of multiple repositories of data, which was a pain."

"Our former order system was primitive," recalls Whiting. "Twenty-two different resellers would submit orders in varying formats. Manually keying in orders and gift card messages not only sucked up labor, but also resulted in errors. Today, thanks to OzLINK Shipping for NetSuite, I can automatically ship all of my orders with a single click. What used to take us hours now takes only a few seconds." Whiting says this cuts out manual entries and avoids errors. As new resellers are added, he says, Corso's can easily create a specific data entry format in NetSuite that matches the reseller's workflow, avoiding any impedance to growth.

More than half of Corso's sales currently come through its resellers, and the company plans to expand the use of NetSuite's marketing tools to promote its direct business more strongly. NetSuite financials are also in the company's plans, to retire the existing QuickBooks installation.

To streamline the mammoth list of shipping tasks, Corso's also turned to OzLINK Shipping. "The guys at Oz Development were incredibly helpful, and made implementation with NetSuite and UPS a breeze," says Whiting. OzLINK Shipping enables Corso's to print a sheet that contains a packing slip, carrier shipping label, a promotional code insert and a customized gift card with the logo of the reseller and the buyer's personalized message to the recipient. OzLINK Shipping also handles full shipping integration between NetSuite and UPS WorldShip, cutting Corso's entire shipping process down to a few clicks.

But perhaps the most significant contribution NetSuite and Oz Development have made to Corso's Cookies is keeping the team out of the kitchen late at night. "There used to be four or five of us staying at work all night over the holidays to make sure we got through the orders," Whiting says. "NetSuite and Oz Development have allowed us to breathe easier, rather than just getting by."

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