



TRANSFORMING BUSINESS PROCESSES WITH NETSUITE IMPLEMENTATION: A CASE STUDY OF DESERT SIGN TRADING L.L.C.

CUSTOMER AT A GLANCE

Desert Sign Trading L.L.C is one of the leading distributors of a wide range of advertisement, sign, and graphics supplies, equipment, and machinery in U.A.E. The company faced significant business challenges related to the old system, which led to poor visibility around business processes and no real-time visibility on operational activities. To overcome these challenges, Desert Sign Trading L.L.C partnered with Aarialife, a NetSuite implementation partner, to implement NetSuite Financials and Inventory Management solutions.

RESULT

Desert Sign Trading L.L.C's partnership with Aarialife for NetSuite implementation enabled the company to overcome its business challenges related to old systems. The implementation of NetSuite Financials and Inventory Management solutions provided the company with real-time visibility around business processes, enhanced financial reporting, and inventory management. The Sales team also used a native mobile app for quick data capture, increasing productivity. Despite the challenges faced during implementation, Aarialife's expertise and custom solutions made the implementation successful.

WHY AARIALIFE?

Point is Missing

BUSINESS CHALLENGES

Before implementing NetSuite, Desert Sign Trading L.L.C was facing several business challenges. The company was using an old system that did not provide adequate visibility around business processes. The system was unable to provide real-time visibility on operational activities, which led to several issues related to inventory management, financial reporting, and customer service.

SOLUTIONS

Aarialife implemented NetSuite Financials and Inventory Management solutions to address the challenges faced by Desert Sign Trading L.L.C. The NetSuite Financials solution provided a real-time financial reporting system that helped the company in making informed decisions related to financial management. The Inventory Management solution enabled the company to manage its inventory effectively and efficiently.

CHALLENGES FACED DURING IMPLEMENTATION:

The implementation of NetSuite was challenging as the users lacked any previous experience working with an ERP system. Therefore, multiple handholding sessions were conducted to train users on how to use the system effectively. Aarialife developed a PDC (Postdated Cheque) module for the client, which helped in tracking checks and proper accounting. Aarialife also created custom reports to track incentives and sales commissions, enabling the management team to monitor sales performance effectively.

BENEFITS

The implementation of NetSuite Financials and Inventory Management solutions helped Desert Sign Trading L.L.C in several ways. Aarialife set up KPIs for all users in the dashboard, which helped the management team to monitor performance effectively. The implementation of NetSuite automated all reports required for management reporting, saving time and resources. The Sales team also used a native mobile app for quick data capture, enhancing productivity.