

# **Executive Summary**

- TLA supplies goods for +200 amateur and professional sports clubs.
- Planning to quadruple operations, they chose NetSuite to replace 5 systems.
- Klugo tailored NetSuite processes to enable all stakeholders and 3PL to operate effectively and centralise data.
- Productivity and morale increased eliminating repetitive manual tasks.
- Real-time visibility of orders has helped to develop their outstanding customer experience even further.

7 min read 980 words

This case study looks at how
Klugo helped wholesale distributor
TLA Merchandise to integrate all
the different elements of their
business into a single platform
in order to have a complete
visibility of orders, suppliers
and logistics, maintaining their
outstanding customer service
during an accelerated growth
phase. They now utilise resources
better throughout the company
maximising profits and improving
employee satisfaction.





### **TLA's success story**

TLA has grown their brand with outstanding customer service whilst maintaining their employees working optimally and creating a happy culture in the workplace.

By implementing NetSuite, Klugo has provided TLA Merchandise with **the foundation to achieve its growth strategy**.

"We were presented with a great solution, NetSuite. But as we dug in, we realised that we needed to adapt and change. We asked the Klugo team to think creatively, and they responded well to it. We learned together and found better ways to solve the implementation. I think it's pretty impressive because it's not an easy thing to do to map that for somebody else's company. It was a massive win for us."

**Ellie Davidson** Operations Manager



# TLA Merchandise's growth challenge

TLA Merchandise spans four primary categories, Professional Clubs, Amateur Clubs, Trading Cards and Retail Stores.

Across these four categories, TLA is involved in design, product manufacture and distribution, inventory management and in-store selling. They're responsible for servicing over 200 professional and amateur sporting clubs across Australia.

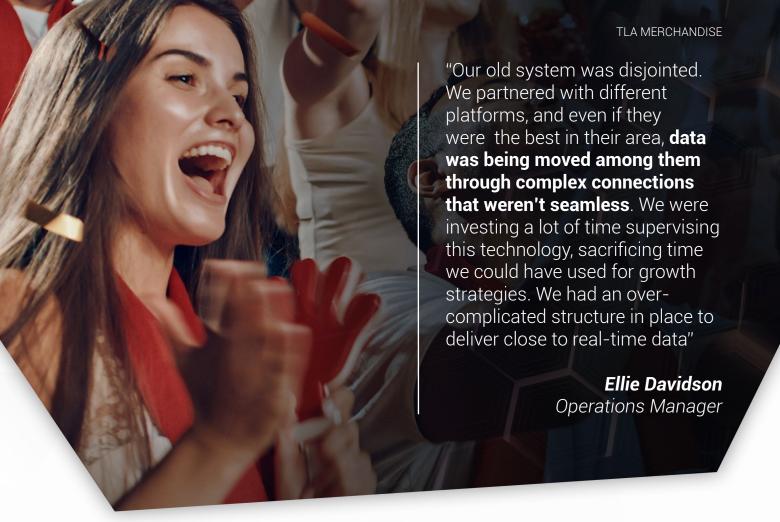
TLA manages a large operation, including a wide range of competing offerings that require visibility and management, as well as an extensive inventory of individualised products and membership packs.

With plans to quadruple their operations, TLA knew they needed to optimise their systems if they were to continue providing a seamless experience for their customers.

"NetSuite had all of the capabilities that we needed from CRM, production management, inventory management and financial. We were able to migrate five different programs into one system."

**Ellie Davidson** Operations Manager





# The challenges prior to implementation

At TLA, operations and administration were manual and paper-based. This **required significant labour-intensive intervention** in order to offer optimal and reliable customer service.

Operational hurdles included the following:

 Disparate systems caused complicated and time-consuming data transfers between finance, CRM, production, warehouse and logistics software. Several hours and labour were invested in tracking orders and reporting, which stole valuable time from strategic planning and sales roles.

- Data wasn't flowing in real time between platforms, and this limited visibility across the status of orders. It also meant staff were wasting time chasing information via email and phone, as well as working extra hours to deliver good customer service.
- Reconciliation and handling
   of inventory were increasingly
   complicated because the solution
   wouldn't allow them to break
   the SKU by colour, size or fit for
   apparel products.

The ability to scale the business was prohibitive and there was a significant risk of human error, plus a lack of real-time data and lengthy processes.



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### NetSuite, a centralised solution

TLA needed a platform that integrated all existing processes and operating methods, as many activities were developed to compensate for disparate systems. Klugo worked with TLA to understand their functions and find opportunities to improve and establish workflows between their business processes.

The new platform needed to unify all business activity and create a single seamless centralised system with a 360-degree view of customer orders, production, delivery and financials.

TLA's key requirements included:

- complete removal of manual order and process management to increase efficiency
- streamlining real-time communications across the organisation and overseas
- improving employee morale and job satisfaction by removing arbitrary tasks and extra hours
- shifting from a reactive problemmanagement approach to a proactive one, to improve customer relations and satisfaction.







# Why the move to NetSuite?

Everything is integrated into NetSuite. Our website gets populated with live data and customers can see and order products in real-time.

Everything comes through to our system in exactly the format we need to process it with our production team, and the amount of manual intervention required internally has significantly reduced in the past 18 months—said Ellie.

Thanks to Klugo, all data has now been centralised in NetSuite. This enables every stakeholder in TLA to operate effectively and, due to complete visibility of all activities and orders, staff no longer need to manually reconcile or liaise with other departments for answers.

Productivity and morale have increased because employees are using their professional skills to engage proactively in the work community.

With the support of Klugo, senior management is now focusing on revamping existing business units and looking for ways to improve efficiencies. For example, Operations Manager Elli Davidson reports that she's currently directing her focus to other business functions within TLA to find new growth opportunities. In contrast, her time was previously spent catching up on operations.





TLA MERCHANDISE

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