



TLA's success story. Maintaining customer satisfaction during accelerated growth.



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.



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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





"Our old system was disjointed. We partnered with different platforms, and even if they were the best in their area, **data was being moved among them through complex connections that weren't seamless**. We were investing a lot of time supervising this technology, sacrificing time we could have used for growth strategies. We had an over-complicated structure in place to deliver close to real-time data"

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.


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 problem-management approach to a proactive one, to **improve customer relations and satisfaction.**



"A lot of the focus has been on what we can automate, so we don't need people intervening in things they don't need to. What data do we need to update manually? Can we bring it into the automation workflow? **How can we streamline things through to our warehouses?**"

Ellie Davidson
Operations Manager

A low-angle photograph of three male athletes in black jerseys and white shorts jumping high into the air to catch a white rugby ball. The background is a bright blue sky with soft, wispy clouds. A large, dark grey hexagonal graphic is overlaid on the right side of the image, containing a quote and a name. The overall composition is dynamic and emphasizes athletic skill and teamwork.

"We're using people, resources and abilities better. Our account managers are young, passionate and strong, and they want to be out there and part of the community. **Sitting behind a computer inputting orders, was not the best use of their skill sets and abilities.** They now have more time to service customers and can ensure our business continues to grow"

Ellie Davidson
Operations Manager



Ellie Davidson
Operations Manager

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.



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