



NETSUITE FIREARMS

Firearm Retailer and Reseller Targets Growth amid Uncertainty

This firearm retailer is a well-known online source for industry news and product reviews, as well as a site for buyers to find and select the right firearm for their needs and interests.

Challenge: Managing Industry Uncertainty and Company Growth

To improve the speed and efficiency of purchase orders, the retailer's eCommerce site required a robust ERP tool. Due to the highly regulated nature of the firearms industry, the ERP also had to be customizable and configurable to enable proper workflows and compliance.



The company was growing amid regulatory and industry uncertainty. New technology infrastructure had to help future-proof the business and keep it flexible to shifting requirements..

Solution: Cloud-based Tech for Better Adaptability

The firearm retailer chose [NetSuite SuiteSuccess for Retail](#), a cloud-based solution that delivers real-time access to financial and operational performance. KPIs, workflows, and reports guide day-to-day business strategy while optimizing inventory and order management across channels.

QUICK FACTS

- NetSuite SuiteSuccess Retail Premium Cloud Service
- NetSuite WMS Mid-Market Cloud Service
- Future-proofed business with flexible, industry-specific systems
- Supporting company growth amid industry uncertainty

The company also selected the [NetSuite cloud-based warehouse management system \(WMS\)](#) to optimize warehouse operations with industry-leading practices and automation.

BTM Global led the implementation and integration of both NetSuite systems. As an [Oracle NetSuite Alliance Partner](#), BTM was chosen due to its extensive experience with firearm manufacturers and our deep knowledge of the specialized legal and industry configurations that are required. Our work included:

- NetSuite customizations required to meet government regulations
- Integration of third-party tools
- Custom scripts for material tracking
- Modifications to sale and purchase orders

Results: Future-Proofed Technology Infrastructure to Support Growth and Flexibility

By moving to cloud-based NetSuite systems, the retailer eliminated the time, cost and resources needed to manage their own data servers and systems. Significant achievements include:

Consolidating multiple systems into a single NetSuite platform

The company now enjoys a single system for finance and operations in which all records can be inputted and tracked. In addition, BTM consolidated five firearm regulation tools and brought them together in NetSuite.

With BTM's guidance, the firearms retailer implemented NetSuite's leading practices to further streamline workflows and improve visibility, speed up reporting, and deliver consolidated and accurate information across the business.

Improved automation

By implementing NetSuite's leading practices and automation capabilities, the retailer has markedly reduced manual work. BTM-built custom scripts enable the company to track critical information such as return material authorizations, vendor numbers, and inspections. No need for duplicate data entry or manipulating systems; data now flows freely and accurately for a clearer vision of the business and compliance peace of mind.

NetSuite Managed Services

With BTM's [NetSuite managed services](#), the firearms retailer has a dedicated contact for questions, troubleshooting and additional integrations required for state and federal regulations.

Training and change management

The transition to NetSuite impacted nearly every area of the company, and the retailer's team had to learn new processes and approaches for interacting with the = systems. BTM Global led change management training that ensured team members were working as efficiently as possible and set up for success with NetSuite.

**Find out more at btmglobal.com
Contact us at 612-238-8800**

