

## CASE STUDY

### Customer

Emma and Tom's Foods

### Need

Integrate mobile van sales, invoicing and payments with NetSuite

### Solution

DSD Van Sales, Android tablets, Zebra printers, integrated with NetSuite

### Outcome

Efficient and robust solution that saves the company time and money



## JUICING UP THE BUSINESS FOR EFFICIENCY

### ABOUT EMMA AND TOM'S

Emma and Tom's is a proudly Australian owned business founded in 2004. The brand philosophy, *Look After Yourself*, runs deep inside the business. They are committed to helping Australians look after themselves by offering great tasting, healthy, nutritious, minimally processed whole fruit products. An expanding range now includes fresh whole fruit smoothies, refreshing quenchers, lightly sparkling fruit juices, flavoured milk products and snack bars packed with fruit, seeds and nuts. The products can be found throughout Australian Supermarkets, Convenience Stores and other outlets, together with many other countries around the globe.

### AN INTEGRATED MOBILE SOLUTION REQUIRED

The rollout of Netsuite, from JCurve, was well underway when it became apparent that the planned solution for the mobile Van Salespeople was not going to work effectively for Emma and Tom's. The integration was not as complete as desired, and the mobile solution itself was too slow. With more than 40 van sales people nationally this was clearly a significant problem.

The requirement was for a full Van Sales solution, running on Android phones and tablets, that could print invoices and collect payments. "The mobile sales force is the engine of our business. They create new customers and ensure our products are available in stores for consumers to purchase. There are many uniquely complex components of our business and we needed a solution that would work well with NetSuite while addressing our business needs" says Emma Welsh, co-founder and CEO.

The DSD solution extracts customers, products and prices from NetSuite for the salespeople, and sends back to Netsuite invoices, credits, payments, new customers, customer detail changes, and a PDF of the invoice including the POD customer signature. The PDF is attached to the customers and invoice to make it easy for the accounts team if a proof of delivery is required.

"There were certainly some issues with the integration but NCS worked closely with the JCurve team to find solutions to the issues we experienced. The end result is a well integrated solution and a platform for further growth" continued Welsh.



To ensure customer satisfaction the sales people print an invoice in store on a small Zebra portable printer. Payment can be collected in cash, cheque or credit card, with realtime card validation included in the system. A copy of the invoice is also automatically emailed to the customer.



### INTEGRATED TECHNOLOGY JUICES UP THE BUSINESS

With the DSD Assist system in place, the NetSuite rollout could be completed. Sales people are using the DSD solution the length of the East Coast and in Western Australia. All their sales and payment transactions flow through to NetSuite in near real time so that the business has a clear picture of the current position. That all signed POD's are stored electronically in NetSuite making it easier for Accounts to collect payments.

“As is always the case there is more we wish to do” continues Welsh. “We have already added some additional functions into the system since we went live like off-invoice rebates for major chains and distributor transactions. We also want to take advantage of other DSD functions and modules in the future like fridge management that will further improve our business, and we are moving to EDI for some customer chains so need this integrated with the DSD solution. It's a very competitive sector, so working with a specialist in the Foods and Beverage space ensures that new ideas are always being shared”

The outcomes of partnering with an industry expert are clear for all to see.



Numeric Computer Systems  
SOFTWARE THAT DELIVERS



#### ABOUT NCS

NCS has focused on the needs of the Fast Moving Consumer Goods markets for over 40 years. Over that time, it has stayed abreast of revolutionary changes in the industry, today offering the eighth generation of their software. The DSD Assist brand of mobile solutions are Android based and designed to operate in the cloud.

NCS has its Corporate Headquarters in Hauppauge, New York and offices in Dallas, San Francisco, San Juan, Auckland, Jakarta and Sydney.

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