AFFINITY TOOL WORKS

STREAMLINES ECOMMERCE OPERATIONS

Affinity Tool Works, LLC is a provider of professional hand tools and workshop accessories serving a variety of markets including building, remodeling, do-it-yourself, industrial and woodworking. Founded in 2006, Affinity Tool Works offers brands that include BORA, Portamate and HTC products. It distributes brands that include FISCH, Tormek and Sjobergs.

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Ken Neilson, NetSuite Administrator, Affinity Tool Works

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"Before the new system, our return process was completely manual which meant customer service agents would need to log into Magento, find the order, refund and then go to NetSuite and record the refund there as well. The new process, integrated through Folio3, has reduced the time it takes to process each customer credit from five minutes to 30 seconds." **Ken Neilson,** NetSuite Administrator, Affinity Tool Works

Challenge

Affinity used Magento to operate its ecommerce web store and NetSuite as a scalable ERP solution for accounting and CRM. It needed to integrate these solutions to eliminate duplicate data entry and streamline operations.

Solution

Folio3 integrated Magento with NetSuite in an easy-to-use and reliable manner that was within Affinity's budget. Because the integration was out-of-the-box, implementation was straightforward.

Results

The integrated solution allowed Affinity to deliver new capabilities on its site, such as inventory checking. It also streamlined and accelerated order and refund processing, improving customer satisfaction.

Affinity Tool Works Improves Ecommerce Productivity by Using Folio3 to Integrate NetSuite and Magento

How do you establish a new brand in a niche area? Affinity Tool Work's solution to this challenge was to redeploy its simple brochureware website as a full-fledge ecommerce site where it could sell its hand tools and workshop accessories online.

Initially, Affinity chose Magento as its ecommerce platform because it integrated with the existing QuickBooks accounting solution. But as the business grew, the company realized it needed to migrate to an ERP solution to manage accounting and CRM.

"We chose NetSuite because it was very robust and would scale with our business for a long time to come," said Ken Neilson, NetSuite Administrator for Affinity Tool Works. "Because the CRM and accounting capabilities in NetSuite are tied together, life has become much easier for our sales reps as they go back and forth between the two modules. NetSuite has also enabled us to integrate easily to our reseller's systems through EDI."

"When we switched to NetSuite, we needed a solution that could integrate our new ERP with Magento. Folio3 hit the mark with its ease-of-use and a cost that fit our budget," Neilson continued.

Saving Time, Effort and Money

The integrated solution has allowed Affinity to add new inventory visibility features to its ecommerce website that enable it to better serve its customers. It has also streamlined processes such as order entry and credit issuance, improving customer satisfaction.

With the integrated system, customers can now check inventory right from the site to instantly determine whether a given item is in stock. Previously, this capability was not available at all.

Order entry processes are now more efficient. When customers place an order, Folio3 now imports that order automatically into NetSuite, which tracks orders and manages fulfillment. Data transfer occurs in seconds, and every order goes through accurately, every time. As a result, the company fulfills orders in a timely fashion that meets customer expectations.

Previously, glitches caused by the third-party solution that integrated Magento and NetSuite meant that the system would miss orders intermittently. Missed orders had to be entered by hand in a process that took about 3 minutes per order and could result in data entry errors. On occasion, orders were missed altogether. "The customer would call us two weeks later and ask where their order was. That led to cancellations," Neilson said.

Further, the order cutoff for same-day shipping is noon. The new integrated system ensures that any order placed before noon will ship as promised. Before Folio3 was put in place, manual order entry meant that not all orders were entered in a timely fashion and some orders placed on time would miss the same-day shipping window.

Returns processing has been streamlined as well. With the current system, when someone returns an item, customer service simply records the return in NetSuite, which then automatically exports the transaction to Magento for refund processing. Before the new system, this return process was completely manual. Customer service agents would log into Magento, find the order, refund it and then go to NetSuite and record the refund there as well. The new process has reduced the time it takes to process each customer credit from five minutes to 30 seconds.

While Affinity Tool Works currently is pleased with the implementation, "the fact that there are more capabilities out there makes us feel good that we've made a choice that will be able to meet our needs in the future," Neilson said.

AFFINITY

Company Snapshot

Company: Affinity Tool Works

Location: Troy, Mich.

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Partner Name: Folio3

Location: Palo Alto, Calif.