



# SD Retailers Uses NetSuite<sup>®</sup> for Inventory Management and Forecasting



### The Company

SD Retailers specializes in buying, marketing & selling products in global online marketplaces to increase sales & optimize brand presence. How it works is that they purchase items from sellers in bulk, store in safe and convenient locations, and then connect those products to e-commerce marketplaces through keyword optimization, proper information management, and compelling content design. In addition to selling those products, they also enforce MAP policies on behalf of their customers to keep prices high. According to Gerardo Mejia, the company's Operations Managers, described their business as a "FBA Seller" that deals with a wide range of items, "anywhere from processed foods to sprinkles, pool products, manufacturing items."

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**Gerardo Mejia**  
Operations Manager  
SD Retailers



## COMPANY SNAPSHOT

**Company:** SD Retailers

**Headquarters:** San Diego, CA, USA

**Industries:**

- Business Services
- FBA Seller

**Employees:** 25

**System Replaced**

- QuickBooks
- SoStocked

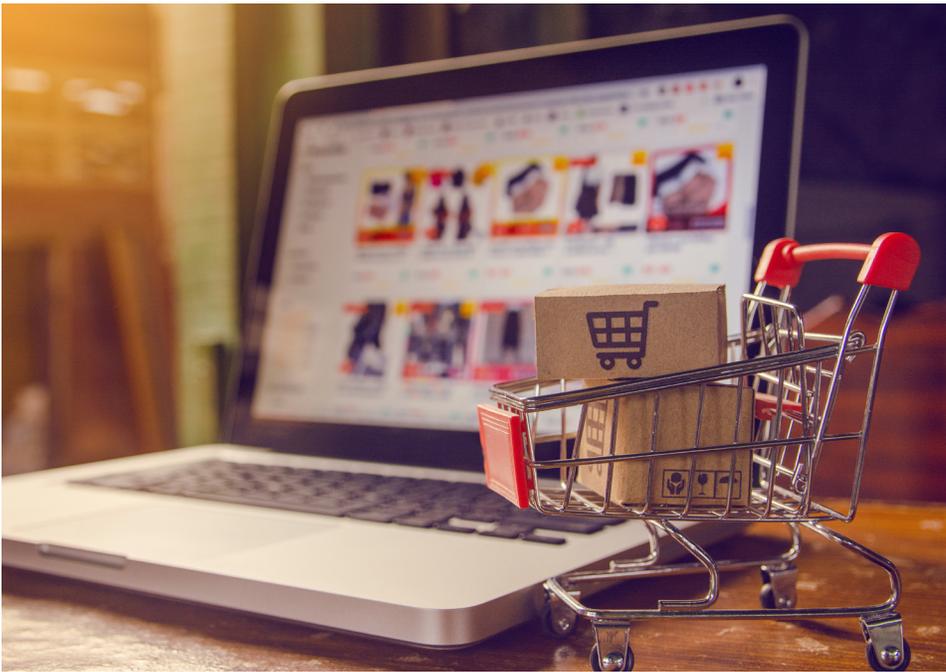
**GSI Solution::** NetSuite WMS with RF Smart

## Conquering No Visibility in Inventory Management

SD Retailers were using multiple disconnected platforms prior to implementing NetSuite. For inventory management and forecasting, they leveraged SoStocked, while the accounting process was handled with QuickBooks. The latter's lack of integration with Amazon made it difficult to synchronize inventory and financial data between the platforms. "Yeah, we had to do counts whenever they needed inventory valuation instead of just pulling our report," Gerardo Mejia said. Furthermore, though the SoStocked platform helped them optimize their inventory levels, it wasn't a "WMS or ERP, it was more of an Amazon connector. Everything was really manual."

With no insight into their inventory, they sought a robust solution to streamline or minimize the time-consuming manual processes. Jennifer Sanske, who led the NetSuite implementation team for SD Retailers, provided more insight about how NetSuite solved many of those inventory and reporting issues. "They don't have to manually write work orders every day. They don't have to manually do all the purchase orders every day," she said. "So, the time that their buyers are spending now writing work orders and purchase orders has incredibly reduced, and they're able to now focus on buying what they want to buy and more profitable things to buy."





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### **Harnessing NetSuite for Enhanced Tracking**

By introducing a WMS with RF Smart, SD Retailers observed the immediate impact it had on their ordering, inventory management, and labor productivity. “I think we've come a long way when they introduced [the modules],” said Mejia about the initial promising results. Though SD Retailers are still getting acquainted with the new process for accounting, and invoice matching, NetSuite has already proved to be quite powerful for their operations. “Just the overall inventory management [is better], as well as inventory accuracy. Reconciliation has been easier,” said Mejia.

Furthermore, NetSuite's integrated financial reporting tools have provided SD Retailers with a more accurate and complete view of its financial performance. “Company was getting to a point where we need to track every dime, every nickel that's spent and get our true numbers, including our revenue, profits, and expenses.” He added that there was “no way to know” these pieces of information monthly prior to going live with NetSuite.

### **A Pathway to Excellence with GSI Inc.**

“We've been juggling the NetSuite option for 2 years, but we didn't feel confident doing the implementation directly with NetSuite,” said Mejia.

The SD team needed a consultant that “knew what they were doing,” namely, a provider that had executed multititle implementations with other teams in the industry. In addition to a strong demo, GSI's past achievements with other FBA sellers were instrumental in their decision to invest. “Basically, by talking to your team, we felt comfortable going with GSI.”

Mejia also recognized the endeavors of the GSI team who spearheaded the implementation project. “We just had a great relationship overall and they took time to explain things, and they listened to us. They also told us basically what was possible or not, but never seemed frustrated or anything like that, which was great.”

Over the next year, the SD Retailers leadership team are hoping to see more “efficiency and visibility” within their organization. They also have their sights set on optimizing the Entrywise connector with NetSuite and gaining access to the most accurate information on daily sales and weekly and monthly sales.

### For more information:

Contact us today to learn more. You can also [email us](#) or call (855) 474-4377.



### GSI, Inc.

GSI is a forward-thinking organization that aligns and optimizes your digital footprint with your business goals. We combine our deep business and industry experience with our expert knowledge of enterprise applications, automation, cloud and cybersecurity to deliver secure and flexible systems that allow your business to thrive and not just survive.“

GSI’s NetSuite team is the #1 ranked NetSuite Solution Provider by G2. We have this ranking because we put our customers – and our customer’s customers – first. As an Oracle Platinum Partner, GSI’s comprehensive suite of NetSuite services includes: SuiteCare, a 24/7 managed service offering staffed with dedicated resources; SuiteAlign, a Project Rescue service that identifies misalignment between project and business objectives; License Resale and New Implementations.

GSI consulting and managed services are backed by its signature 100 percent guarantee. Founded in 2004, the rapidly growing company is headquartered in Atlanta with worldwide resources. With over 100 employees, GSI consultants average over 15 years of real-world experience and are certified experts in business, industry, and enterprise applications. GSI provides comprehensive 24/7 global support.

## Why GSI?

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