

WHITE PAPER

Unifying Financials and Inventory





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QuickBooks Can Serve as a Starter Financial Management System, With Limits

We have all heard the phrase “cash is king.” It is the mantra most companies live by. It is also why purchasing an application to manage money is usually the first business software investment that manufacturing companies make.

As a starter system, QuickBooks is a logical and economical choice. At a high level, QuickBooks provides the basic functionality any manufacturing business needs in a financial management system: managing a company’s chart of accounts and its relationships with vendors and customers through accounts payable and accounts receivable respectively. Providing this core functionality at a reasonable price point has made QuickBooks the system norm across many industries.

However, with heightened customer expectations, increased competition and evolving business models, companies can no longer rely on the

business management systems of the past. The reality is that times have changed. Ecommerce has provided a platform upon which to build entirely new business models. Inefficiencies and wasted time on routine tasks, such as the monthly close, are no longer accepted. Business decisions are now driven by key performance data, not historical practices or best guesses. Real-time visibility and insight is now the difference between thriving and barely surviving.

“Using NetSuite helps us scale without impacting our local infrastructure, while also supporting multiple subsidiaries and providing a global view of our business.” **Aviva Systems Biology**

Though most recognize these changes and the need to innovate to keep pace, manufacturers are reluctant to innovate their business systems. Some are daunted by the task of overhauling existing systems. Others are convinced they will not be able to find a solution that can meet their needs in an affordable way, choosing instead to make do. Those decisions can turn out even more costly in the long run.

Here are four signs that QuickBooks might be failing your business:

- It's too hard to find out what's happening across your company in real time.
- Lack of real-time visibility into key metrics.
- Limited functionality won't keep pace with your organization.
- Inability to scale as you expand to multiple channels, locations or warehouses.

Fishbowl: A Temporary Band-Aid?

For companies in start-up mode or for those who, despite their growth or maturation, choose to make do with QuickBooks, the next technology investment after financials is most often inventory management.

An Intuit Gold Level partner boasting thousands of customers, Fishbowl is an inventory management solution for QuickBooks users. Claiming to provide advanced inventory capabilities through a seamless integration with QuickBooks, Fishbowl has become common across all product industries. However, Fishbowl users quickly realize that having inventory and financial data in separate platforms is less than ideal.

Here are four signs Fishbowl might be holding your business back:

- Frequent and time-consuming IT support for system updates and QuickBooks integration.
- Reporting is limited and not in real time.



- Inability to customize the system to your business model.
- No supply chain forecasting or budgeting capabilities.

If your manufacturing company is struggling with these QuickBooks and Fishbowl challenges, it may be time to consider an integrated business management suite.

NetSuite: A Suite Approach

NetSuite's unified suite of applications spans the whole of the business, linking key business processes together and allowing the entire company to view operations as a single version of the truth.

Having inventory and financial data on the same platform provides manufacturing businesses with the ability to plan effectively, execute predictably with customers, and minimize labor costs and errors associated with manual reconciliation.

The Benefits of a Cloud Solution

In addition to our suite approach, NetSuite is a true cloud platform. It is important for companies to understand that a cloud-based vendor doesn't just offer software, but also a service. This means that NetSuite takes responsibility for not only the software it supplies, but the underlying technical infrastructure needed to access the solution. That includes the server hardware and database maintenance and administration, document storage, technical upgrades, and the ongoing enhancements customers need. That is an entirely different way of providing a system than what has been traditionally offered where it is the customer's responsibility to upkeep their systems on an infrastructure they must purchase and also maintain.

A vendor offering software as a service is on the hook for all aspects of that service, which means

the vendor must continuously earn the trust of its buyers. It doesn't serve a cloud provider's interests to do anything other than assure customer success.

A well-implemented cloud-based system means that financial activities appear as soon as they are triggered. That, coupled with 'anywhere-anytime' access means that decision makers can quickly act upon both adverse and favorable performance indicators no matter where they're working from. Decision-making becomes more informed with actionable, real-time business insights.

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A well-executed move to cloud results in a more predictable cost of operation than is possible with on-premises systems.

Manufacturing Leader Switches from QuickBooks and Fishbowl to NetSuite

Leading manufacturing companies are making the move from QuickBooks and Fishbowl to NetSuite and are seeing demonstrable benefits as a result.

For example, Aviva Systems Biology Corp., a pioneer in the development of detection antibodies, releases more than 200 new antibodies every month and offers antibodies for more than 7,000 different protein targets for research and diagnostic applications.

Founded in 2002, Aviva provides the research community around the globe with a wide assortment of antibodies that can be used to determine causes of cancer, degenerative diseases and other immunology. Its headquarters is in San Diego, and it has a manufacturing site in China in addition to three subsidiaries.

The company catalogs more than 650,000 unique units in the U.S. alone. Competition and greater customer demand for support forced Aviva to expand its internal product testing and antibody varieties to fuel its growth.

The company realized its existing QuickBooks and Fishbowl systems couldn't handle the hundreds of thousands of products in its catalog or meet its multi-subsidary needs when it acquired GenWay Biotech. Aviva implemented NetSuite ERP, giving it a single cloud-based system for financial management and inventory management to access real time data anywhere, anytime.

With one unified platform for its three subsidiaries, Aviva is now focused on building out a customized antibody business and implementing demand planning to streamline operations and improve profit margins while working to research and cure cancer.



