Charging Ahead: How E-Bike Manufacturer SUPER73® Revamped Operations with NetSuite

The Company

SUPER73® is an American lifestyle adventure brand based in Orange County, California that develops products to help fuse motorcycle heritage with youth culture. Specializing in electric bikes, they are known for seamlessly blending form and function in their product and brand experiences that sets them apart from the competition. Since their founding in 2016, SUPER73 has quickly grown into one of the most recognizable electric vehicle brands in the world with a passionate customer base including A-list celebrities, professional athletes, and many more. In 2022, they were included in Fast Company's list of Most Innovative Companies in Branding, ranking among the likes of global brands like Chipotle, Wendy's, FTX, and more.

Since their inclusion on the Fast Company list, SUPER73 has introduced a number of highly innovative, game-changing products in an effort to consolidate new market segments and incorporate community feedback.

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>
> **Sowmik Sengupta**
> **Director of ERP**
> **SUPER73**

COMPANY SNAPSHOT

Company: SUPER73

Location: Irvine, CA, USA

Industries: Manufacturing,
                       Motor Vehicle Parts

Employees: 120

System Replaced: QuickBooks

Solution: NetSuite software and
                       GSI implementation

Revving Up Operations:
How NetSuite Turbocharged SUPER 73

With growth comes more complexities — that's what SUPER73's executive team quickly realized at the beginning of 2023. They could no longer rely on QuickBooks to run their operations and needed an integrated solution that could bring all their different platforms under one umbrella. Prior to implementing NetSuite, SUPER73 had been using several disconnected applications for each function: sales, warehousing, accounting, and so on. Sowmik Sengupta, the Director of ERP at SUPER73, said that in their pursuit of a "connected environment," they turned to NetSuite, recognizing that it offered the ideal "enterprise architecture" to cater to their company's evolving demands.

"We planned to cover the US business in the first two phases, and then rollout to EU once the ERP environment stabilizes in the US," he says. NetSuite's cloud-based infrastructure as well as its global ERP capabilities captured their attention and ultimately played a significant role in their investment.

A Tailored Engine with GSI Inc.

Sowmik Sengupta had worked with GSI as part of a different organization prior to joining Super 73; as a result, he was already familiar with GSI's unique methodology and process.

Speaking on why he decided to opt for a Solutions Provider as opposed to NetSuite directly, he said, "We wanted one single point of contact that can handle the procurement as well as the delivery of the solution." Furthermore, the SUPER73 leadership team didn't want a "cookie-cutter approach" to their implementation that wouldn't be able to accommodate their complex business processes. "When we spoke to the other NetSuite implementors, they recommended a standard roll-out approach and didn't necessarily consider the

complexity and interfaces we have," he said.

"We have to think of different kinds of situations," said Sengupta. They required an implementation plan that thoroughly considered their evolving manufacturing and supply chain mechanisms. "GSI understood our unique challenges, and based on that, they came up with a solution that was far more comprehensive and detailed than their competitors."

Maximizing Efficiency in Inventory Allocation

The SUPER73 team went live with their NetSuite implementation in April 2023, starting with the Wholesale Distribution module as well as the OneWorld license, the latter of which allows them to roll out their NetSuite instance across their subsidiaries in UK and Europe. With the help of Celigo, they were able to connect NetSuite to their sales, ecommerce, and warehouse channels, in addition to their payment processing network and bank.

The results speak for themselves, as per Sengupta.

"The entire B2B process has been moved to NetSuite, so we were able to isolate inventory. We were able to use NetSuite locations to make sure that the inventory is distributed, and one channel doesn't eat up another channel — leading to an improvement in productivity," he said. They no longer have to rely entirely on their warehouse or concern themselves with someone being available around the clock to coordinate proper inventory allocation. "It gave us autonomy with allocating inventory," he said.

Harnessing NetSuite's Connected Infrastructure for Victory

Secondly, they' were immediately able to feel the difference between disconnected systems that were previously operating "in silos" and a connected, integrated infrastructure. "The same system is responsible for creating a sales order, buying raw materials, fulfilling POs, and paying for vendors. Both sales and purchase cycles work in conjunction with our accounting framework, which facilitates more efficient financial reporting. We are no longer dependent on external systems for our audit management," noted Sengupta. "Ultimately, I thought going live went rather smoothly. For an organization of our type, NetSuite was the best choice."

Within a few months of going live, SUPER73 are already considering the next phase of their Implementation Plan, which prioritizes expansion across Europe.

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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