

"RSM really guided us through the entire process once we signed with them. They helped move the project forward and became part of our team, and I was very impressed by the process and the capabilities. Both the redesign and the digital marketing efforts have produced measurable return on investment (ROI) and been great wins for our organization, and we look forward to the continued partnership."

—Robert Sulkow, Insights Manager, Genuine Origin

## CASE STUDY: COFFEE COMPANY REALIZES IMMEDIATE ROI WITH NETSUITE SUITECOMMERCE ADVANCED

### Background

Genuine Origin makes green coffee accessible and affordable for coffee roasters, providing high-quality, sustainable, traceable coffees. Genuine Origin started in 2016 with the mission of bringing great coffee to shop owners and toll roasters across the continental United States. The company believes that roasting coffee, running a shop and managing a business is tough enough—green coffee purchasing shouldn't make life more complicated.

Genuine Origin's focus is primarily to bring affordable raw coffee to local roasters by ethical, sustainable growing and farming techniques.

### Issue

Genuine Origin purchased NetSuite's entry-level back-end financial and basic shopping cart e-commerce products for developing its new business. The company was interested in moving its consumer-facing website to NetSuite's ecommerce solution, SuiteCommerce Advanced, in order to have full visibility and avoid continued segmentation.

In addition, Genuine Origin sought to alleviate a deeper pain point: the company's current website was not responsive or intuitive for customers. Genuine Origin wanted improved functionality which would help its clients find what they needed in a fully responsive environment, enabling engaging experiences on any mobile, tablet or computer device.

### Solution

RSM provided Genuine Origin with the technical support needed to showcase its origin partners and optimize its product listing pages. Upgrading Genuine Origin's business-to-business site created a more unified solution within the entire organization.

When launching a new website, a task that should be high on your checklist is ensuring that the content is optimized for search engine optimization (SEO). The SEO piece was extremely complicated because of Genuine Origin's migration from an existing site to SuiteCommerce Advanced. RSM's team showed great skill in helping Genuine Origin avoid outages, 404s and 301s. RSM focused its SEO efforts on five specific elements that are critical for all companies:

1. Titles
2. Meta descriptions
3. Headings and body content
4. Image titles and alt text
5. URLs

RSM's experienced team worked within NetSuite's SuiteCommerce Advanced platform to ensure ROI-driven results for Genuine Origin.

## Results

After executing on a well-designed cutover plan, launching the new SuiteCommerce Advanced site for Genuine Origin was a resounding success, increasing traffic by 50 percent in the first 30 days. The company's website, shopping cart and financials are all under the NetSuite umbrella, offering significant benefits including a mobile responsive site and real-time insights into key business performance indicators for a unified view of the organization.

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