

ALTEX ELECTRONICS TAKES ADVANTAGE OF NETSUITE'S OMNICHANNEL SOLUTION

Overview

Since 1980, Altex Computers & Electronics, Ltd. has been offering quality off-the-shelf computer and networking equipment on both a local and national level. Starting in 1980 with one location in San Antonio, Texas, Altex has grown steadily with eight store locations throughout Texas, a national mail order department and a significant internet presence.

Background

Altex had an inconsistent technology platform with many disconnected systems, and was interested in implementing NetSuite's omnichannel enterprise resource planning (ERP) platform. The company sought to simplify tasks such as wholesale purchasing, shipping and unified accounting with a single cloud solution.

In addition to the back-end business processes, Altex required a complex business to customer (B2C) website that would report across all channels. Within its eight retail locations, Altex also needed a point-of-sale (POS) platform that provided an omnichannel customer experience with unified physical and digital shopping experiences in a single, cloud-based solution.

Project

After an unsatisfactory experience with another NetSuite seller, Altex found RSM by downloading a white paper, CNET Channel Online Connector for NetSuite. Altex expressed a keen interest in streamlining its multiple systems, and RSM's experienced team leveraged NetSuite's deep functionality to design a comprehensive, scalable omnichannel solution that aligned with the company's current and future needs.

With the selection of NetSuite, Altex now has the capabilities it was looking for in its ERP, e-commerce and POS solution. RSM helped the company implement a multilocation retail system, providing a single point of management for items, accounting and e-commerce. In addition, the RSM team integrated NetSuite's Advanced Inventory Management,

SuiteCommerce InStore and SuiteCommerce Advanced modules to streamline and enhance Altex's business operations.

- **Advanced Inventory Management** creates flexibility for needed options such as shipping from store and pickup in-store options.
- **SuiteCommerce InStore** provides a number of solutions for Altex's unique requirements, including unified payment processing across all channels and scripted solutions for PC repair and upgrades.
- **SuiteCommerce Advanced** provides Altex with fast and engaging web stores that deliver great shopping experiences optimized for any device. As with all NetSuite commerce products, SuiteCommerce Advanced unified the e-commerce aspect of its business with its core operational business systems. By creating a responsive, appealing website environment for the customer, orders, inventory and other critical business data are enabled for a personal and relevant omnichannel experience.

After working with the RSM NetSuite team, Altex CEO Jeff Myers appreciated their experience, stating, "I have found them to be competent, capable, and they have been able to answer my questions about NetSuite in a quick and concise manner."

Outcomes

With the support of an omnichannel system, painful processes that stemmed from several systems with the inability to connect have disappeared. Altex now runs its entire business on the NetSuite unified cloud commerce platform, including e-commerce, point of sale, order and inventory management, customer relationship management (CRM) and financials. In addition, RSM completed Altex's full NetSuite implementation under budget.

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