

# A CUSTOMER CASE STUDY: **PRO-FLEX** SWITCHING FROM EPICOR TO NETSUITE





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Manufacturers and distributors today face significant challenges with changing market conditions, increased competition and rapidly evolving customer expectations. To adapt, innovate and grow, they need flexible, scalable systems that allow them to quickly respond to customers and react to new opportunities. Many, however, are held back by legacy systems that are not only too disconnected and slow to address these opportunities, but in many cases actually hold them back.

Indianapolis-based Pro-Flex, supplier of a full line of plumbing products for the construction industry, saw an opportunity to move on from its legacy Epicor system when it was acquired by, Peculiar, Mo.-based Sioux Chief Manufacturing Company.



Epicor presented multiple challenges for Pro-Flex including:

- **Lack of visibility.** With Epicor, a legacy on-premise ERP, many aspects of Pro-Flex's business data was "outside of the system". Since the information was not native in the Epicor system, staff had to send spreadsheets back and forth, creating inconsistent and out-of-date data.
- **Incomplete data.** With Epicor, what information there was in the system was basic and detailed information was difficult to obtain. Staff could create a trial balance, but not financial statements; they could look at inventory balances, but the system couldn't tell them what to build that day. Nor was it possible to calculate cost of goods sold, or labor or overhead variances, making these basic functions reliant on spreadsheets outside of Epicor.
- **Cumbersome, manual processes.** Since Epicor didn't house all the required data and couldn't perform many of the necessary calculations, a great deal of additional effort was required to gather the data and manually perform the calculations. It's of little surprise that Gwen Hedrick, Pro-Flex's controller described Epicor as "not user friendly at all".

“Comparing NetSuite to Epicor isn’t like apples versus oranges, it’s like apples versus rotten fruit” – **Gwen Hedrick**, Controller, Pro-Flex

### **Pro-Flex’s decision to switch to NetSuite**

Frustrated with Epicor’s limitations, Pro-Flex decide to explore alternatives, including NetSuite per the suggestion of the company’s accounting firm.

Important criteria in the selection process were:

- **Anywhere, anytime access.** Pro-Flex wanted a cloud-based system that users could access regardless of where they were located.
- **Speed.** Epicor’s on-premise system had been slow and cumbersome with a considerable lag. Pro-Flex wanted a system that was faster and able to provide real-time information.
- **Unified, comprehensive functionality.** Frustrated by having to do so much outside of the Epicor system, Pro-Flex wanted an ERP system that did everything—including sales orders, work orders, purchasing orders—everything needed to run their business.
- **Easy to implement and use.** Pro-Flex needed a solution that didn’t require IT support to set up and was easy for the finance team to use on a day-to-day basis.

“NetSuite blew the others away,” Hedrick said. Pro-Flex selected NetSuite, made the switch, and has been happily using NetSuite ever since.

### **Benefits of switching to NetSuite**

Pro-Flex experienced tremendous benefits from NetSuite’s unified suite of applications.

- **Broad access.** NetSuite’s cloud ERP provides all of Pro-Flex’s users with easy access from anywhere, anytime, and any device with uptime guarantees.
- **Single source of data.** With NetSuite, all of the operational and financial information that anyone at Pro-Flex wants and needs is in the system providing complete real-time visibility into financial information and real-time visibility into daily manufacturing needs and plans.
- **Ease of setup and use.** NetSuite’s user-friendly design and rapid implementation got the business up and running on the new system quickly and efficiently.
- **Scalability.** NetSuite is used by companies ranging from two employees to thousands. For Pro-Flex, using NetSuite provides the ability to grow, make additional acquisitions with other locations, and easily scale without limitations.



“We’re able to get visibility of what we’re building that day, what we’re selling that day, what the inventory is at any given time. Everything is in real-time and you never have to wait for information to be available. As a controller who manages the company from far away, it is very important to have visibility to this data in real-time”

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Gwen Hedrick,  
**Controller, Pro-Flex**

## Reach beyond financials

NetSuite functionality extends beyond financials for Pro-Flex, including:

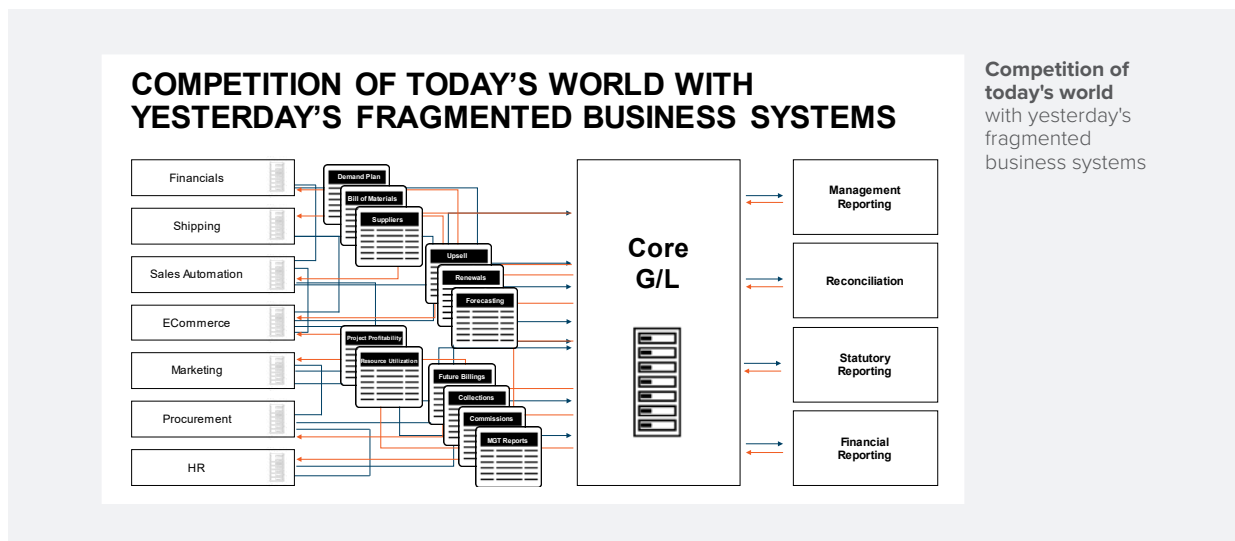
- **EDI capabilities.** With the SuiteCloud development platform, NetSuite can provide Electronic Data Interchange for Pro-Flex’s customers that require EDI communication for both purchase orders and sales invoices, streamlining orders.
- **Better forecasting.** Pro-Flex manages its forecasts in NetSuite, using the advanced planning module. Pro-Flex runs forecasts daily to see what it needs to build for the days and weeks ahead.
- **Custom orders.** Another Sioux Chief subsidiary that uses NetSuite produces almost all special order custom parts. NetSuite provides the ability to easily and quickly build a bill of material for custom products, which flows through the system seamlessly.

## The state of business today

Change is a constant for all businesses today—particularly industrial businesses like manufacturers and distributors.

Today small companies want to act big, while big companies want to act small, being agile enough to quickly respond to customers and react to opportunities. That agility requires being able to leverage data at a moment’s notice, which can only be done by operating as a cloud company. Increasingly businesses are leveraging the cloud to reach new customers, new markets and deliver products and services.

However, the reality is that many companies face the same challenges of Pro-Flex with fragmented, dated, inefficient IT infrastructures and systems (shown below), which make it difficult for an organization to be agile and make rapid business changes.





“A key industry trend is that every company is moving and thinking as a cloud company.”

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Ranga Bodla,  
Head of Industry Marketing, NetSuite

These fragmented systems make it difficult to introduce the new concepts and processes that are required to remain competitive. As a result, many companies' business successes are constrained by their systems. Out of necessity, time is spent keeping the lights on rather than innovating and growing revenue.

### NetSuite drives business success

NetSuite, founded in 1998, was the first ERP built in the cloud and continues to be the best-in-class Global Cloud ERP.

Today, NetSuite is the most advanced, most deployed, cloud ERP system in the world, with close to 5,000 employees. Over 40,000 organizations in more than 160 countries trust NetSuite to run their business—last quarter alone more than 400 new clients chose NetSuite over other solution providers. This has been the trend for the past 14 quarters as NetSuite's revenues have grown by 30 percent or more quarter-over-quarter.

### Why businesses choose NetSuite

There are five key pillars which make NetSuite unique:

1. **NetSuite is designed for modern business and global ERP.** NetSuite was born in the cloud, is cloud-first, and is cloud-only. All customers are on the latest version of the product with cutting-edge capabilities.
2. **NetSuite's SuiteCloud provides a powerful but flexible development platform.** SuiteCloud is a rich, mature platform which supports businesses today and into the future. It offers leading personalization, customization, and development features, supporting all roles and users in an organization. It does so within a framework that ensures security, scalability, and the ability to keep up with the latest versions.

# WHY TODAY'S BUSINESSES CHOOSE NETSUITE ERP



**Designed for  
Modern Businesses**



**Built In Platform  
Enables  
Flexibility**



**Unified Data Model  
Delivers Business  
Intelligence**



**Omnichannel  
Commerce**



**Built for Your  
Industry**

“If you choose to run NetSuite expect to see improvements in almost every aspect of your business.” — **Ranga Bodla**, Head of Industry Marketing, NetSuite

3. **A unified data model.** NetSuite’s data model powers business intelligence that organizations need to report and analyze their business from end-to-end. Everything is in real-time and is extremely user-friendly.
4. **Omnichannel commerce-ready.** NetSuite provide a 360-degree view of customers, which is increasingly essential as online commerce becomes more and more important. NetSuite’s ecommerce platform provides complete visibility allowing businesses to interact with a company’s entire ecosystem of customers, partners and vendors.
5. **Industry specific.** NetSuite has thousands of manufacturing and distribution customers as well as dedicated experts across all different functional areas. NetSuite has specific functionality for every part of an industrial company—including procurement, inventory management, order management, shipping and fulfillment.

Bottom line—NetSuite improves business visibility, financial management, inventory management, customer management, IT management and overall business results.

## **Conclusion**

Remaining agile and competitive as a global industrial company with multiple locations is complex. Companies want employees in all locations to have easy, real-time access to all of the important financial and operational information that is needed to run the business. By turning to NetSuite’s cloud-based solution, companies across the globe are empowered with visibility from anywhere and real-time access to all of a company’s critical data. It’s no wonder that tens of thousands of businesses rely on NetSuite’s #1 cloud ERP as the solution of choice to run their business with agility and efficiency and grow their operations globally.



ORACLE® + NETSUITE