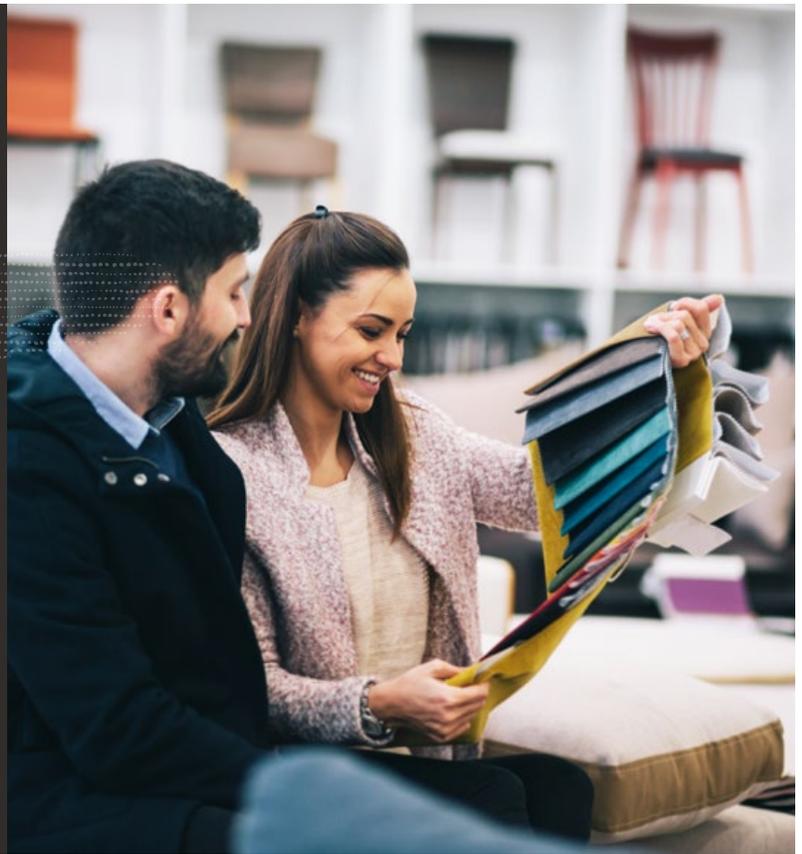




Bresatech and Brown Furniture

Furniture Retailer Standardizes Processes and Saves Time With NetSuite



Working with Bresatech, Brown Furniture replaces its aging business systems with a cloud ERP system that manages its current operations and prepares it for future expansion.

Founded in 1940, Brown Furniture of West Lebanon, N.H. has experienced many economic and business fluctuations over the last eight decades. In its market, which includes the Upper Valley of New Hampshire and Vermont, Brown Furniture is now the “last man standing” in the furniture sector. “We have a niche market here,” said Owner Brad Nelson, who bought the furniture dealership in 2018.

“We had no control or visibility into our costs because everything was sold under a single item number. It was a nightmare, and very clear that the system hadn’t been updated in more than 20 years.”

Brad Nelson, Owner, Brown Furniture



“It Was a Nightmare”

Up until 2018, Brown Furniture was using aging, industry-specific software to handle costing, inventory management, product variations (e.g. fabric, finish and nail heads for the furniture) and other business activities. Each of those item variations was built under the same product ID number. For instance, anything made by La-Z-Boy was identified as *La-Z-Boy, whether the product itself was a made-to-order recliner or a special ordered power-reclining sectional.

Armed with an IT background and previous Enterprise Resource Planning (ERP) experience, Nelson knew it was time for a new solution and began looking at the available ERP systems on the market, including Microsoft Dynamics, Storis and other piecemeal solutions. Having implemented NetSuite at companies he'd worked with in the past, Nelson knew about the ERP's capabilities, unified data and cloud-based delivery system.

“I knew that NetSuite would be able to do everything that I needed it do today, and that it would also be able to track and provide me what I needed going forward,” said Nelson, who is planning to open additional physical locations. “When that happens, I can just create another business within NetSuite.”

The Results: Better Than They Expected

Working with NetSuite Alliance Partner Bresatech, Brown Furniture completed an ERP implementation that required just a few adjustments. “Because of my IT background, I had some very specific things that I wanted and I knew how I wanted them done—but I was wrong at times,” Nelson explained. “Bresatech came in and helped me come up with a solution that was even better than initially planned.”

For example, the company needed to be able to create special price tags that not only would display a product's current sales price, but also the manufacturer's suggested retail price (MSRP). Bresatech customized NetSuite to allow the company to insert a new value in a field. “That's been a huge benefit,” said Nelson.

Brown Furniture can also consolidate purchase orders in order to save on freight. This allows it to review all outstanding POs that haven't been placed yet, group them onto a single PO and then place a bulk order with the vendor.

Due to its diverse inventory mix, the furniture dealer also requires unique identifiers (i.e. stock numbers) for every item that it receives and sells. This helps salespeople accurately identify style trends in real time.

“We can easily create reports, determine which fabrics we should carry and revise our showroom floor to display what customers are buying the most of. This, in turn, drives people’s attraction to and appreciation for the item. It also drives sales.” Brad Nelson, Owner, Brown Furniture

More Granular Product Data

For Brown Furniture, Bresatech also developed a structure that includes a base core item for each manufacturer. Rather than changing the item ID to identify a different fabric or finish, they are recorded as configured attributes within the core item. Regardless of how many different types of fabric are sold within different items, the company knows how many of each item it’s selling on a monthly or quarterly basis.

Nelson also likes the faster month-end close with NetSuite—Brown Furniture’s close used to take at least 10 days to complete and now takes, at most, three days—and the ERP system’s standardized financial structure and rules. “It’s not a one-off as you go along. It’s built on GAAP financial principles, which is exactly what I wanted in my business,” he said. “That makes it easy to manage and maintain; I don’t have to touch anything or make any fixes.”

New Project Ahead

Up next, Nelson wants to update Brown Furniture’s ecommerce storefront. This will allow the company to upgrade its online presence and more efficiently process its online orders.

“We don’t currently have integrated purchasing capabilities, but we need them,” said Nelson, “and we also want to be able to integrate customers’ shipping information, order status and other visibility points that we’re lacking right now. Our next big project will be creating an ecommerce site, and NetSuite will make handling that significantly easier.”



Company Snapshot

Company: Brown Furniture

Location: West Lebanon, N.H.

Industry: Furniture Retail

bresatech

Partner name: Bresatech

Location: Dallas, Texas

