



NETSUITE ONEWORLD IS FUEL FOR GROWTH

FOR ELECTRICAL WHOLESALER DISTRIBUTOR

CLIENT: **COMPOMAX**

“NetSuite is able to constantly evolve with us and has already vastly improved our workflow and business efficiencies, which we were never able to do with our previous on-premise ERP system.”

Vikan Chirawatpongsa,
Business Development
Director, Compomax

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NEW SYSTEM NEEDED TO IGNITE GROWTH

Trusted Thailand-based electrical wholesaler distributor Compomax could no longer rely on its Ufida on-premise ERP system to fuel aggressive growth ambitions. Ufida didn't provide customized workflows, wasn't agile enough to deliver crucial data on customers and deals to sales reps on the road through mobile devices, and couldn't be provisioned fast enough to support subsidiaries. Reports took days to produce, and profit and loss and balance sheets, weeks.

NETSUITE STREAMLINES PROCESSES, MOBILE ACCESS

As a satisfied NetSuite CRM customer since 2011, Compomax looked only to NetSuite for its new functionality needs. Partnering with TurnOnTech (Asia) Co., Ltd., Compomax automated financials, procurement, inventory management, order management, demand planning and supply chain processes. It also provided access to crucial data for sales reps on mobile devices.

AUTOMATED INVENTORY RESTOCKING FOR OPTIMAL SUPPLY

Compomax has about 30,000 SKUs in its system, but only sells 5,000 a year. NetSuite forecasts ideal inventory levels and automatically calculates reorder quantities, allowing Compomax to gain complete visibility into inventory and maintain optimum supply.

BI FOR BETTER BUSINESS DECISIONS

With an ambitious target of doubling revenue over the next four years, NetSuite gives managers the real-time business performance metrics they need to maximize profits, plus sales analytics in Thailand and other Southeast Asian markets to plan successful future expansions.