

OmegaBrandess From 1982 to 2011 in Three Months!



"The project was a great success and DSG has proved to be a great partner. In application terms, they took us from 1982 to 2011 in three months!"

— Cindy Wesolowski President, OmegaBrandess

OmegaBrandess has manufactured and distributed photographic and imaging products for over 70 years and now focuses on supplying independent camera stores across the US with accessory products from its Hampstead, MD base. DSG was engaged by OmegaBrandess in September 2011 to help bring their business and accounting operations up-to-date and to take advantage of the latest Cloud capabilities.

The implementation of NetSuite's Financials, Inventory and Order Management leveraged DSG's multi-phase Launch methodology that included a sizeable conversion of customers, vendors, items, open purchase orders, open sales orders, and GL data. The project concluded with a seamless transition to DSG's Optimize Team, which OmegaBrandess continues to leverage in order to maximize adoption, and minimize the value gap and change management impact of their new solution.

In addition to utilizing extensive native NetSuite functionality, OmegaBrandess had a series of high-value customizations of the out-of-the-box solution. One unique business requirement was that OmegaBrandess carries over 11,000 individual SKUs and many of their customers place multiple orders per day with each order often being for a single item. Because NetSuite's Order Management module processes each order individually, this would mean that these customers would receive multiple shipments per day from OmegaBrandess, an inefficient solution both operationally and in terms of shipping costs. Because DSG has a strong NetSuite technical capability, they were able to develop a Sales Order Consolidation process that consolidates sales orders by ship-to address, thereby reducing the number of shipments while optimizing warehouse resources and reducing shipping costs.



Industry

Photographic and Imaging Products

Headquarters

Hampstead, Maryland

Web site

www.omegabrandess.com

Challenge

Bring their business and accounting operations up-to-date and to take advantage of the latest Cloud capabilities.

Solution

NetSuite Financial Management, Order Management and eCommerce

Custom Order Consolidation and Shipping Process

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DSG's technical expertise also enabled OmegaBrandess to develop a front-end application to support the conversion of items to the new solution, ensuring preservation of bin numbers and average cost, as well as custom scripting to support vendor business terms not supported by NetSuite's native AP functions. OmegaBrandess also leveraged EDI functionality to integrate with key customers, as well as bar code scanning on the warehouse floor to streamline operations.

Just six months after go-live, Omega Brandess was ready to embark on the next step of their systems evolution by calling on DSG to facilitate a NetSuite eCommerce implementation fully integrated into their existing Netsuite solution. This effort will replace their current eCommerce site, which is out-dated and totally disconnected from the master data held inside of Netsuite, requiring that they effectively maintain two independent solutions that talk to each other by manual data entry. Using NetSuite's eCommerce functionality and native shopping cart, DSG is partnering with Omega Brandess to build a seamless front-end for retail and wholesale customers to place orders via the web, which will have the added benefit of greatly reducing the amount of fax and phone-based orders.

Future plans call for leveraging NetSuite's CRM and eCampaign functionality to streamline front-office operations.

DSG's NetSuite Practice Manager, Jason Dennis said "OmegaBrandess was a great fit for us. Cindy provided great vision and the company followed her lead in working with us to get this project done."

DSG is continuing to work with OmegaBrandess. Having completed the NetSuite project core financials and inventory project, DSG continues to support OmegaBrandess via their Optimize help desk. DSG is about to start work on an eCommerce project to provide easy-to-use and fully integrated web-based ordering capabilities to OmegaBrandess' customers.

About DSG - There is a perfect storm driving the Cloud as companies of all sizes use SaaS applications to reduce operating costs and increase the effectiveness of their sales, service, operations and finance systems. DSG has been at the forefront of this move to the Cloud and has partnered with leading ERP and CRM SaaS vendors like NetSuite and Salesforce.com to accelerate business performance. With its objective approach and proven Launch and Optimize methodologies DSG provides the right Cloud solutions to customers and drives business success while reducing cost, risk and time-to-value. To learn more about how DSG can cloud accelerate a business visit: www.DSGcloud.com.

