AUBURN UNIVERSITY

SUCCESS STORY:

Auburn University Bookstore
Transforms Operations
with 79Consulting's
NetSuite Expertise

> **"Our ERP is so robust that possibilities seem endless, and that is fantastic, but can also be overwhelming. The 79 Consulting team has helped us identify needs, prioritize them, and quickly resolve them, all while being so pleasant to work with. The team is so organized and efficient, which is so helpful as we maintain our day-to-day business operations at the store. Stores in our industry have many of the same needs, but they also very nuanced and may have more specific needs from store to store. 79 Consulting has been able to provide solutions for us that take care of those industry-level needs, but has allowed us to tailor those specifically to our store."**

> — **Chris Green, Manager, Communications and Marketing, Auburn University Bookstore**

THE CHALLENGE: UNTAPPED POTENTIAL IN A SEA OF POSSIBILITIES

Auburn University Bookstore faced a common dilemma: a powerful NetSuite ERP system with vast capabilities that remained largely untapped. Their team was:

- **Drowning in possibilities** while struggling to maintain day-to-day operations
- **Wasting precious hours** manually searching inventory spread across academic departments
- **Battling inefficient processes** that slowed order fulfillment and impacted customer satisfaction
- **Lacking the specialized knowledge** to customize NetSuite to their unique educational retail environment

Their picking tickets lacked critical location information, forcing staff to hunt through countless rows of inventory organized by academic department, catalog number, and section—a needle-in-a-haystack scenario repeated dozens of times daily.

THE TRANSFORMATION: PRECISION SOLUTIONS FOR CAMPUS STORES

79Consulting delivered a tailored approach combining Remote Admin Services with strategic NetSuite customizations:

1. Expert Training & Continuous Support
Rather than overwhelming Auburn with excessive information, 79Consulting

provided targeted training that **transformed NetSuite from a complex system into a powerful ally**. Our ongoing remote support ensured the bookstore team could focus on serving students while we handled technical complexities.

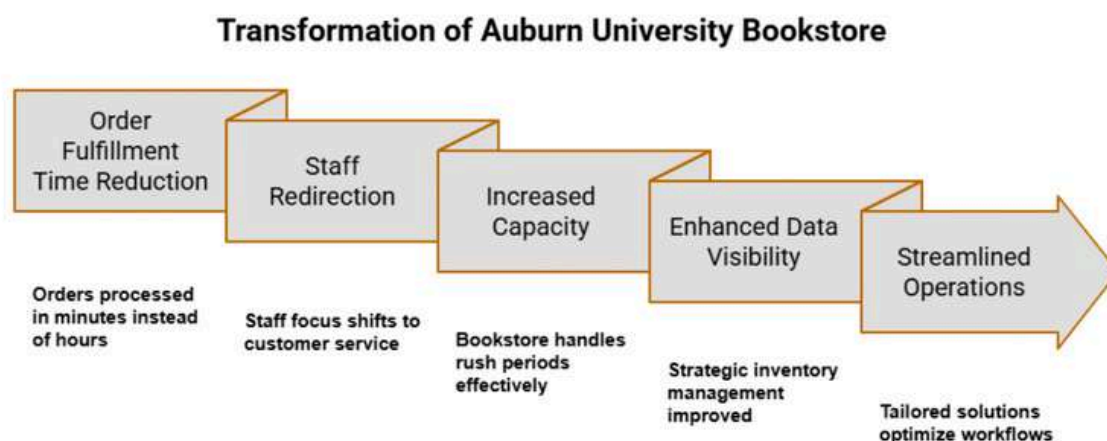## 2. Precision-Engineered Picking System
Our experts redesigned the picking ticket system to include exact location data—department, catalog number, and section—directly on each order form. This seemingly simple enhancement eliminated the information gap that had been costing hours of productivity daily.

3. Tailored Workflow Optimization
Understanding that educational retailers have unique needs, we created customized workflows that respected Auburn's established processes while introducing efficiencies only possible with properly configured NetSuite tools.

THE RESULTS: MEASURABLE IMPACT WHERE IT MATTERS

The transformation was immediate and significant.

Transformation of Auburn University Bookstore

Order Fulfillment Time Reduction	Staff Redirection	Increased Capacity	Enhanced Data Visibility	Streamlined Operations
Orders processed in minutes instead of hours	Staff focus shifts to customer service	Bookstore handles rush periods effectively	Strategic inventory management improved	Tailored solutions optimize workflows

THE 79CONSULTING DIFFERENCE:
UNDERSTANDING CAMPUS RETAIL

Campus Stores face unique challenges that off-the-shelf solutions rarely address. Auburn University Bookstore found in 79Consulting a partner who understood:

- The rhythm of campus retail with its seasonal peaks and specialized inventory
- The balance between institutional requirements and retail efficiency
- The need for solutions that work within existing team and campus structures
- The importance of organized, efficient systems that don't require constant technical support.

Ready to Transform Your Campus Store Operations?
Discover how 79Consulting's NetSuite expertise can unlock hidden efficiencies in your operations, just as we did for Auburn University Bookstore.

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THANK YOU FOR YOUR INTEREST IN
79CONSULTING!

Learn more about our solutions for campus bookstores!