



IOWA STATE  
UNIVERSITY

# SUCCESS STORY: IOWA STATE UNIVERSITY

Transforming Multi-Location  
Retail Operations with  
NetSuite



# IOWA STATE UNIVERSITY

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Iowa State University, located in Ames, Iowa, is a leading public research institution known for its dedication to academic excellence, innovation, and student success. With a diverse student population, the university offers a wide range of undergraduate, graduate, and professional programs. The ISU Book Store, located in the Memorial Union, serves as the university's primary campus retail hub, providing textbooks, digital course materials, school supplies, and Cyclone merchandise. In addition to supporting student learning, the bookstore also facilitates faculty adoptions, ensuring that course materials are readily available each semester.

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# THE CHALLENGE

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## When Legacy Systems Hit a Wall

- After migrating to NetSuite in July 2021, the University's retail operations faced critical bottlenecks:
- Complex Inventory Management Needs:
- Wall-to-wall inventory counts spanning multiple locations
- Peak season inventory surge from 10,000 to 17,000 SKUs
- Strict state auditing requirements
- High-value serialized inventory tracking for Apple, Microsoft, and Dell products
- NetSuite's Native Limitations:
- Rigid cycle counting requiring centralized item gathering
- Extended inventory count timelines disrupting operations
- Insufficient audit trail capabilities
- Limited serialized inventory tracking in NSPOS

# THE BREAKTHROUGH

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## From Manual to Automatic

- The University partnered with Tvarana to implement a solution that delivered:
- Operational Excellence:
- Flexible tally count system enabling simultaneous multi-location counting
- Scalable architecture handling peak season SKU volumes
- Enhanced audit trails meeting state compliance requirements
- Robust serialized inventory tracking

# MEASURABLE IMPACT

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Efficiency Transformation:

- **75% reduction in the time required to count the inventory**
- **+115 Index YOY revenue growth post-implementation**

Operational Gains:

- Wall-to-wall inventory counts compressed from weeks to days
- Real-time inventory visibility across all locations
- Streamlined state audit compliance
- Enhanced tracking of high-value tech inventory

# BEYOND NUMBERS

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## Strategic Value

Risk Mitigation:

- Complete audit trails ensuring regulatory compliance
- Accurate tracking of high-value serialized inventory
- Real-time multi-location inventory visibility

Scalability:

- Seamless handling of 70% SKU volume increase during peak seasons
- Consistent performance across expanding retail locations

The University of Iowa's successful transformation demonstrates how the right NetSuite optimization can turn inventory management from a bottleneck into a strategic advantage.

***Ready to transform your multi-location inventory management? Contact us for a strategic consultation.***

A black and white photograph showing a group of people's hands stacked on top of each other in a circle, symbolizing teamwork and collaboration.

# THANK YOU FOR YOUR INTEREST IN 79CONSULTING!

Learn more about our  
solutions for campus bookstores!