

Hercules Inc. Case Study

Elevating Operational Efficiency and Growth Potential with NetSuite and CEBA Solutions

About Hercules Inc.



Hercules Inc. is a leading provider of packaging supplies and outdoor amenities. Established nearly 30 years ago, the company has evolved from a manufacturing entity into a comprehensive solutions provider, addressing complex supply chain challenges across various industries. Hercules Inc. offers a broad range of products including poly bags, packaging materials, playground equipment, and dog park amenities, with a focus on eliminating supply chain headaches for their clients

The Challenge



Before partnering with CEBA Solutions and implementing NetSuite, Hercules Inc. used Epicor for their ERP needs. However, the company encountered several operational challenges:

Insufficient Supply Chain Management

Epicor lacked robust supply chain management capabilities, leading to inefficiencies.

Reliance on Spreadsheets

Business operations were managed through numerous spreadsheets, resulting in data silos and inaccuracies.

Order Management Deficiencies

The absence of sales order approvals and back order management complicated margin tracking and order fulfillment.

Project Accounting Needs

The parks line of business required specialized project accounting, which Epicor did not support.

Offline Purchasing Processes

Sourcing and approvals were conducted offline, causing delays and inefficiencies.

Lack of a True CRM

The lack of a comprehensive Customer Relationship Management (CRM) system impacted customer management and sales processes.

Operational and Accounting Inefficiencies

The fragmented systems led to operational inefficiencies and challenges in achieving accounting accuracy.

Scalability Issues

The existing system could not support the company's growth and scaling needs.

Why Hercules Inc. Sought a New System



As Hercules Inc. continued to grow, the limitations of their existing systems became more pronounced. They needed a more robust and scalable solution for several reasons:



Scalability

The existing systems were not capable of supporting the company's rapid growth. Hercules Inc. required a solution that could handle increased transaction volumes and future expansion.



Efficiency

Manual processes and reliance on spreadsheets led to inefficiencies and errors. Automation was crucial to improve operational efficiency.



Data Integration

The lack of integration between systems caused data silos and inconsistencies. A unified system with seamless data integration was essential for accurate and timely information.



Advanced Analytics

Hercules Inc. needed advanced reporting and analytics capabilities to gain deeper insights into their operations and make informed decisions.



Customer Satisfaction

Enhancing order management and fulfillment processes was critical to meeting customer expectations and maintaining high levels of satisfaction.



Compliance and Risk Management

Ensuring compliance with regulatory standards and managing risks effectively required a streamlined system.

The Solution



Hercules Inc. partnered with CEBA Solutions to transition from Epicor to NetSuite, addressing their pain points and enhancing operational efficiency. Key solutions implemented included:



Automated Financial Processes

NetSuite's financial management capabilities streamlined the financial closing process, reducing the time required from weeks to just a few days.



Online Sourcing and Approvals

NetSuite's procurement capabilities moved sourcing and approval processes online, enhancing efficiency.



Scalable Platform

NetSuite provided a scalable solution that could grow with Hercules Inc., eliminating previous scalability issues.



Unified Order Management

NetSuite replaced fragmented processes with a unified platform for managing orders and quotes.



Enhanced Supply Chain Management

NetSuite's integrated tools improved visibility and coordination, ensuring timely delivery of products to customers.



Integrated CRM

NetSuite's CRM capabilities provided a comprehensive tool for managing customer relationships, enhancing sales processes and customer satisfaction.



Custom Functionalities

CEBA Solutions developed new functionalities within NetSuite to address Hercules Inc.'s specific needs, such as project accounting for the parks line of business.



Operational Efficiencies

The unified platform improved operational efficiency and accounting accuracy, reducing the time and effort required for manual processes.

Results



The implementation of NetSuite, facilitated by CEBA Solutions, transformed Hercules Inc.'s operations and set the stage for future growth:



Reduced Financial Closing Time

The financial closing process was shortened from weeks to days, improving financial reporting and decision-making.



Streamlined Sourcing and Approvals

Moving sourcing and approvals online improved efficiency and reduced delays.



Scalable Operations

NetSuite's platform supported Hercules Inc.'s growth, ensuring smooth operations even as the company expanded.



Enhanced Order Fulfillment

Unified order management processes reduced delays and errors in fulfilling customer orders.



Improved Supply Chain Efficiency

Enhanced supply chain management reduced delays and improved delivery times.



CRM Implementation

NetSuite's CRM capabilities improved customer relationship management and sales processes, enhancing customer satisfaction.



Error-Free Order Integration

New functionalities within NetSuite replaced the outdated Epicor system, eliminating manual data entry and reducing errors.



Operational and Accounting Efficiencies

The unified platform improved operational efficiency and accounting accuracy, enabling better strategic decision-making.



Optimized Inventory Management

Efficient demand and supply planning minimized excess stock and stock outages, ensuring timely order fulfillment.

Conclusion



The successful implementation of NetSuite by CEBA Solutions has significantly enhanced Hercules Inc.'s operational efficiency and scalability. By addressing their key pain points, Hercules Inc. was able to streamline financial processes, enhance supply chain management, and improve data integration, ultimately supporting their rapid growth and operational needs.

NetSuite's advanced capabilities provided Hercules Inc. with a unified platform that facilitated seamless communication and integration across various business functions, significantly reducing manual errors and improving overall efficiency.

Moreover, the scalable nature of NetSuite ensured that Hercules Inc. could continue to grow without being constrained by their technology infrastructure. The robust reporting and analytics features enabled Hercules Inc. to make more informed strategic decisions, enhancing their ability to respond to market demands and maintain high levels of customer satisfaction.

CEBA Solutions' expertise in system integration and implementation was pivotal in this transformation. Their tailored approach ensured a smooth transition to NetSuite, minimizing disruptions and maximizing the benefits of the new system.

This case study highlights the critical role of selecting the right technology and partners in driving business growth and operational efficiency. Hercules Inc.'s journey with NetSuite and CEBA Solutions serves as a testament to the transformative power of a well-implemented ERP system in supporting and sustaining rapid business growth.