

TRX Case Study

Transforming Operational Efficiency with NetSuite and CEBA Solutions



About TRX

TRX is a leader in functional training equipment, providing innovative fitness solutions to gyms, trainers, and fitness enthusiasts worldwide. Known for their iconic suspension training systems, TRX aims to revolutionize the way people train by offering versatile, portable, and effective fitness tools. As TRX grew, it faced several operational challenges that needed expert intervention.

The Challenge

Before partnering with CEBA Solutions, TRX had already implemented NetSuite but encountered various issues that their previous implementation partner failed to address. These issues included:

Contract Manufacturing Flows

TRX struggled with managing its contract manufacturing processes. Specific pains included:

- Lack of Visibility**
Difficulty in gaining real-time visibility into contract manufacturer operations, causing delays and miscommunication.
- Ineffective Coordination**
Problems coordinating between multiple contract manufacturers, leading to production bottlenecks and inefficiencies.
- Quality Assurance Gaps**
Inadequate quality assurance processes, resulting in inconsistent product quality and increased returns.

Accounting and Finance Issues

The financial management system had several unresolved problems:

- Inaccurate Financial Reporting**
Frequent discrepancies in financial reports due to manual data entry and lack of integration.
- Delayed Invoicing**
Inefficient invoicing processes leading to delays in billing and cash flow issues.
- Expense Tracking Problems**
Challenges in tracking and managing expenses accurately, causing budgeting and forecasting difficulties.

Demand Planning Issues

TRX faced significant hurdles in demand planning:

- **Inconsistent Forecasting**
Inability to accurately forecast demand, resulting in frequent stockouts or excess inventory.
- **Supply Chain Misalignment**
Poor alignment between demand forecasts and supply chain operations, leading to increased operational costs.
- **Inventory Control Issues**
Ineffective inventory management, causing frequent adjustments and write-offs.

B2B and B2C Order Management Challenges

TRX faced issues in managing orders from both B2B and B2C channels, including:

- **Integration Challenges**
Difficulty integrating NetSuite with Shopify and various marketplaces, leading to fragmented order management.
- **Order Fulfillment Delays**
Inefficiencies in processing and fulfilling orders, resulting in delayed deliveries and customer dissatisfaction.
- **Data Discrepancies**
Inconsistent data across platforms, causing errors in inventory levels and order statuses.

CRM Issues

The CRM system had several pain points:

- **Fragmented Customer Data**
Disjointed customer data across systems, leading to incomplete customer profiles.
- **Inefficient Sales Processes**
Sales teams struggled with inefficient processes, causing delays and missed opportunities.
- **Limited Customer Insights**
Lack of actionable insights from customer data, affecting marketing and sales strategies.

The Solution

TRX partnered with CEBA Solutions to address these challenges and optimize their NetSuite implementation. CEBA Solutions leveraged their expertise in system integration and NetSuite optimization to provide comprehensive solutions:



Optimized Contract Manufacturing Flows

CEBA Solutions integrated NetSuite with contract manufacturing systems to

- Provide real-time visibility into production processes.
- Enhance coordination between multiple contract manufacturers.
- Implement robust quality assurance processes to ensure consistent product quality.



Streamlined Order Management

CEBA Solutions enhanced NetSuite's order management capabilities to

- Integrate seamlessly with Shopify and various marketplaces, ensuring real-time data synchronization.
- Improve order processing and fulfillment efficiency, reducing delays and enhancing customer satisfaction.
- Ensure consistent data across platforms, minimizing errors in inventory and order statuses.



Enhanced Accounting and Finance Management

CEBA Solutions optimized NetSuite's financial modules to

- Automate financial reporting, reducing errors and discrepancies.
- Streamline invoicing processes to improve billing efficiency and cash flow.
- Improve expense tracking and categorization, aiding in accurate budgeting and forecasting.



Optimized CRM

CEBA Solutions refined the CRM system to:

- Unify customer data across systems, creating comprehensive and accurate customer profiles.
- Streamline sales processes to improve efficiency and reduce delays.
- Enhance customer insights through advanced analytics, supporting targeted marketing and sales strategies.



Improved Demand Planning

CEBA Solutions implemented advanced demand planning tools within NetSuite to

- Enhance forecasting accuracy through integrated historical data and market trends.
- Align demand planning with supply chain operations, reducing costs and improving efficiency.
- Optimize inventory management to maintain balanced stock levels.

Results



The implementation of NetSuite, optimized by CEBA Solutions, transformed TRX's operations and set the stage for sustainable growth:



Enhanced Manufacturing Efficiency

Improved contract manufacturing processes resulted in timely production and consistent product quality.



Improved Demand Forecasting

Advanced demand planning aligned with supply chain operations, reducing inventory costs and ensuring product availability.



Accurate Financial Reporting

Automated financial reporting reduced discrepancies and improved accuracy.



Optimized Order Management

Integrated order management improved data consistency and reduced fulfillment delays, enhancing customer satisfaction.



Streamlined Invoicing

Efficient invoicing processes improved cash flow and reduced billing delays.



Unified CRM

Streamlined sales processes and enhanced customer insights improved customer relationship management and sales performance.

Conclusion



The successful optimization of NetSuite by CEBA Solutions has significantly enhanced TRX's operational efficiency and scalability. By addressing their key pain points, TRX was able to streamline their financial processes, enhance manufacturing and demand planning, and improve data integration, ultimately supporting their rapid growth and operational needs.

NetSuite's advanced capabilities, combined with CEBA Solutions' expertise, provided TRX with a unified platform that facilitated seamless communication and integration across various business functions. This integration significantly reduced manual errors and improved overall operational efficiency.

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

CEBA Solutions' tailored approach ensured a smooth optimization process, 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. TRX's journey with NetSuite and CEBA Solutions serves as a testament to the transformative power of a well-optimized ERP system in supporting and sustaining rapid business growth.