



**CEBA**  
SOLUTIONS



# CASE STUDY

## LEFT COAST WHOLESALE'S TRANSITION TO NETSUITE

### COMPANY OVERVIEW

Client: Left Coast Wholesale ([leftcoastwholesale.com](http://leftcoastwholesale.com))

Industry: Wholesale Distribution

Headquarters: Los Angeles, California



### THE CHALLENGE

Left Coast Wholesale, a wholesale distributor, reached a tipping point where their existing business systems could no longer keep pace with their growth. They faced major operational inefficiencies such as manual order processing, lack of real-time inventory visibility, and difficulties with warehouse and logistics management.

Without integrated systems, data silos emerged, creating redundancies, increasing error rates, and limiting access to crucial information across departments. Reporting was cumbersome and slow, hindering real-time decision-making. As they expanded operations, their systems struggled to scale, resulting in slowdowns and rising IT costs. In the e-commerce space, challenges included integrating online sales with backend operations and delivering seamless customer experiences.

In summary, Left Coast Wholesale needed a modern, unified solution to streamline their operations, scale efficiently, and better serve their customers.

## THE SOLUTION

To overcome these challenges, Left Coast Wholesale implemented NetSuite, a cloud-based ERP platform designed to unify their business operations and support future growth. NetSuite provided real-time visibility, automation, seamless integrations, and scalability, all critical to improving their operational efficiency and customer satisfaction.

## KEY FEATURES & MODULES

NetSuite modules deployed included financial management, inventory management, order management, CRM, and e-commerce integration. These modules enabled Left Coast Wholesale to automate core tasks, improve data accuracy, enhance visibility across operations, and streamline online and offline sales channels.

## RESULTS & BENEFITS

With NetSuite and CEBA Solutions, Left Coast Wholesale achieved significant improvements:

- Increased operational efficiency through automation
- Real-time inventory visibility and optimized stock management
- Enhanced reporting and better decision-making capabilities
- Streamlined e-commerce operations for improved customer experiences
- Scalability to support continued growth and expansion

## PARTNERING WITH CEBA

Left Coast Wholesale partnered with CEBA Solutions to lead the implementation. CEBA Solutions brought deep industry expertise and a tailored approach to ensure success. Their role included:



### Deep Industry Knowledge

Understanding the unique challenges of wholesale distribution and providing best-practice guidance



### Customized Implementation

Adapting NetSuite to match Left Coast Wholesale's specific workflows and requirements



### Seamless Integration

Connecting NetSuite with essential systems like e-commerce platforms, CRM, and warehouse management tools



### Change Management

Delivering staff training, fostering user adoption, and smoothing the transition process



### Ongoing Support

Providing long-term system support, optimizations, and strategic advice to help scale operations

## CONCLUSION

Left Coast Wholesale's successful transition to NetSuite, with CEBA Solutions as their strategic partner, has enabled them to streamline operations, enhance customer satisfaction, and future-proof their business for continued success in the competitive wholesale distribution market.