



Radcliffe Denim Ltd

www.radcliffedenim.com



At A Glance:

- **Company:** Radcliffe Denim Ltd
- **Location:** London, United Kingdom
- **Industry:** Ecommerce; Retail; Wholesale/Distribution
- **Challenges:**
 - Integrate every part of the supply chain
 - Provide useful generic supply-chain processes
 - Accommodate multiple locations and currencies
- **Other software considered:** Sage, SAP, Oracle
- **Results with NetSuite:**
 - Integrates and speeds up the supply chain
 - Reduces order-to-dispatch process from 7-10 days to 2-3 days
 - Scales to support business growth from £1 million to £5 million in a year
 - Gives geographically dispersed sales agents, manufacturing units, and warehouses instant access to relevant data



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— *Suzy Radcliffe, CEO
Radcliffe Denim Ltd*

The Results:

Designer Suzy Radcliffe achieved her vision of "a global business and a virtual team" using NetSuite. As Founder and Creative Director of Radcliffe Denim Ltd, the first UK supplier to offer a brand of British premier jeans, she manages sales agents in Los Angeles, New York, Paris, London and Germany, manufacturing units in Istanbul and Hong Kong, and pick-pack warehouses in Istanbul, New Jersey and London — and she has a complete overview of everything, at all times.

"I do a lot of my work on the hoof, and NetSuite allows me to see everything from multiple geographical locations, without having to install any software," says Radcliffe. "Because it's Web-hosted I can run the business from anywhere and, because everything is visible, I don't have to remember everything in my head."

Getting stock into a store quickly is vital in the fast-paced fashion industry, and a key differentiator is the time lag between placing an order and that order being dispatched. "The standard turnover is 7 to 10 days," says Radcliffe, "but the ideal is 2 to 3 days and we're pretty close to achieving that."

The Challenges:

Radcliffe spent time designing her business model well before opening for business, and was well advised about the need for a totally integrated technology system. "My boyfriend set up his own business before me, so I recognized at first hand the need to integrate every area of the supply chain," she explains. "I knew my business model very well before I went looking for an IT solution."

She had some experience of SAP but, she says, found it "too large and expensive. Sage was too financials-oriented, and the scale of other large ERP solutions was inappropriate at

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our stage of business. Our business model was multi-locational and multi-currency, so Web-hosting was the clear way ahead. ”

The match between Radcliffe Denim and NetSuite is a bit chicken and egg; being so clear about what she wanted in an IT system, when Radcliffe found NetSuite, she was able to build her company's business processes around NetSuite's own generic processes.

“Putting in NetSuite right at the start, and building our processes around it, meant that we were able to hit the ground running,” she says. “Not only did NetSuite fit our business model immediately, but it can also scale as our business grows; we expect our first-year turnover of £1 million to grow to around £5 million by the second year.”

The Solution:

As a wholesale business, Radcliffe Denim's operations start right at the beginning of the supply chain, and it uses NetSuite throughout, from raising purchase orders with outsourced manufacturers, to running stock and processing customer orders. “We also offer online ordering and our website backs into our systems and is integrated with our inventory — very smart,” comments Radcliffe.

She travels in the United States and Europe an average of two weeks a month, and relies on NetSuite completely. “My sales are global so I have sales agents worldwide, and they all have instant access to the same data — for example, we can all see stock levels at a glance, and we can all upload sales orders directly. This really helps us get stock into a store quickly. When, say, the LA agent makes a sale, she writes an order and uploads it onto the system; it comes immediately to me for approval; I forward it to the warehouse in New Jersey where it registers as an order pending; and then it gets picked and packed. The speed of our supply chain is a major contributor to the success of our business.”

Radcliffe recommends her own approach to other young companies: “I think where NetSuite is most powerful is if you get it in right at the beginning and build your business around the system — that's where it has real advantage. Many young businesses don't realize how important processes and systems are, and getting it right up front can save so much time, money and frustration further down the line.”

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