

Improving Operational Control for Foodservice Equipment Companies

Even before COVID emerged, food service equipment dealers were struggling with challenges like a lack of visibility into their sales pipelines, limited business reporting capabilities, inadequate inventory management, and operational inefficiencies due to disparate systems and labor-intensive work-arounds.

Because they wear multiple hats (e.g., lead designer, company president, sales manager, etc.), company owners tend to be stretched to the limit and unable to work proactively on their businesses. Instead, they're forced to spend most of their time addressing day-to-day issues and putting out fires.

Small to midsized dealers were also feeling the pressure from larger competitors on the e-commerce front, with the latter investing much time and money in their online presences. Largely reliant on face-to-face and location driven sales calls, existing relationships, and customer visits to their

showrooms, smaller players had to shift their approaches quickly with the pandemic limiting the opportunity for in-person selling.



Lacking visibility into their sales pipelines and active projects impacts their ability to manage upcoming demand and inventory levels, with a direct negative effect on profitability.



Albert Kleynhans, NetSuite Practice Lead and Co-Founder, Accrete Consulting.

Helping Distributors Work Smarter, Better, and Faster

Unable to sell their usual volumes of equipment to the nation's restaurants—food equipment dealers are rethinking their processes and finding innovative ways to work better, smarter, and faster in this uncertain environment. Working with dealers whose annual revenues range from \$10 million to hundreds of millions, Accrete Consulting has formed close ties with a leading industry buying group who has an increasing number of their member companies using NetSuite Cloud ERP to run their businesses.

Many of these dealers manages the restaurant and kitchen designs for notable restaurant chains located across the United States. They assist with services such as location selection, architectural design, and facility layout. The dealer makes recommendations and provide products that includes the core kitchen equipment right down to individual pieces of silverware—and all points in between. These engagements extend well past opening day for the restaurant, which over time will call on that dealer to replace day-to-day items like wine glasses and redesign its layout and add new equipment as needed.

Integrating Industry Applications to NetSuite Cloud ERP

Accrete Consulting provides direct integrations between NetSuite with many of the industry applications that foodservice equipment dealers are already using. By creating a direct link between AutoQuotes and NetSuite, for example, it allows dealers to create an estimate in the former and then transfer it directly into their ERP. From there, NetSuite manages the process as the quote is turned into a sale, an order, and invoice.

As part of that workflow, NetSuite's CRM and integrated procurement and sales processes vastly improve the way distributors previously handled their project delivery and inventory management activities. Knowing that AutoQuotes is central to many of these dealers' businesses, Accrete has put much work into creating an integration that companies of all sizes can benefit from.

Tackling Order and Job Costing

When working with small to midsized distributors, Accrete Consulting typically recommends NetSuite's work order and job costing functionalities. For larger entities that need more extensive job costing capabilities and milestone-based billing, it manages the direct integration between NetSuite and third-party applications, which is often used by companies in the construction industry.

Depending on the company's needs, these and other capabilities can be implemented on an a la carte basis or as a complete bundle. Accrete Consulting has also created industry-specific templates that it uses for its personalization & requirement meetings, initial configuration, enhanced functionality, and targeted test cases.



From Point-of-Sale to Rebates

With showrooms that feature products as basic as commercial pots and pans or as complex as high-end ovens refrigerators, and ice makers, foodservice equipment dealers also need robust point of sale (POS) functionalities to run this retail aspect of their businesses. Before COVID put the brakes on in-person showroom visits, the typical dealer relied on this channel for a significant portion of its annual revenues.

With its wholesale distribution module, NetSuite supports all aspects of a dealer's business operations while also providing the financial tools that dealers need to be able to manage their business. It handles industry-specific requirements like rebate tracking, which is widely used in the foodservice distribution space. Dealers often buy in bulk, for example, and then adjust the timing of purchases in order to get manufacturer rebates.

360 View of Business Operations

When they replace their disconnected software and spreadsheets with a unified, cloud ERP customized to their industry-specific needs, foodservice equipment distributors immediately begin to see wins like better operational visibility, an optimized quote-to-sale process, more accurate inventory tracking, and vastly better reporting. With a 360-degree view of their operations available on their computers, tablets, and smartphones, owners also get some well-needed stress relief at a time when they need it most.

Company Snapshot

Company: Accrete Consulting

Focus: NetSuite Alliance Partner

Headquarters: Colorado Springs, CO

Solutions: NetSuite deployment and integration services with industry-specific functionalities for foodservice equipment distributors, wholesale and distribution companies, and manufacturers.

As A NetSuite Alliance Partner, Accrete Consulting has:

- ✓ A highly experienced team of business and technology consulting professionals globally
- ✓ Access to NetSuite's large partner network
- ✓ 50+ NetSuite consultants and contractors with skills ranging from CPA to SuiteScript developers
- ✓ 180+ client projects delivered successfully since 2008
- ✓ 40+ NetSuite projects completed since 2019
- ✓ quickly.

As foodservice equipment distributors and their customers work together to tackle the rigors of their "new normal" operating environment, Accrete Consulting expects more dealers to embrace unified, cloud ERP software that helps them manage more proactively and profitably.