

CASE STUDY

GTSE Achieves Explosive Growth with NetSuite and Celigo Integration

How GTSE, a leading ecommerce company, modernised their business operations by centralising their data in NetSuite and integrating with key systems and marketplaces like NetSuite, Amazon, BigCommerce and 3PL.

Company Name:
GTSE

Type of Company:
Wholesale Distribution

Technology:
NetSuite and Celigo

“Everyone is taken aback at how seamless the integrations are, and how well it all works together.

It’s allowing people to free up their day jobs to focus on the bigger picture growth projects rather than be stuck in the details and buried in spreadsheets all day long.”

Freddie Miller - Managing Director

Challenges

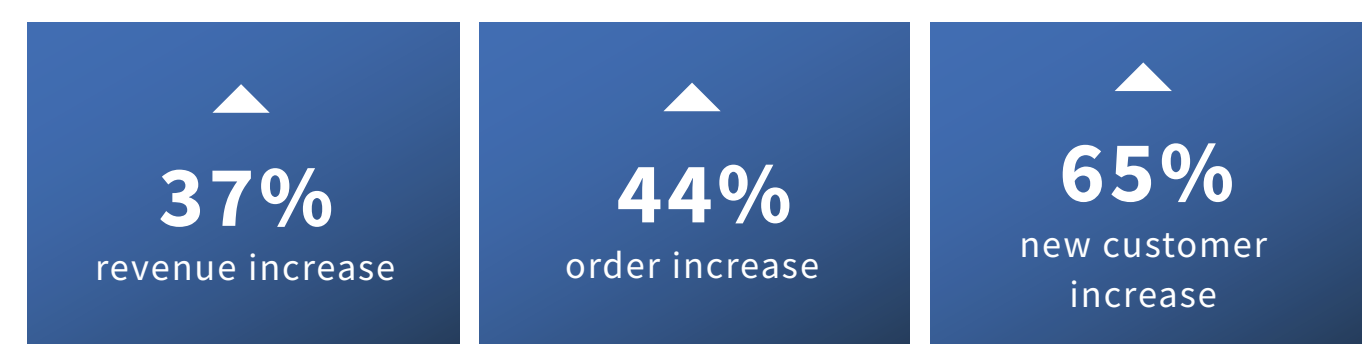
Prior to implementing NetSuite, the majority of GTSE’s business processes, including stock management, marketing, and data analysis, were tracked in Excel. They relied on Xero as an accounting software package and were using A2X to bring Amazon data into the Xero system. However, maintaining all the various excels remained a huge job. Basically, every employee was spending at least some of their time in Excel, verifying data and extracting the information necessary to operate the business.

The Solution

1st July 2022, was GTSE’s first day with Celigo, and they immediately got started with several pre-built connections, including six Amazon stores, eBay, BigCommerce, and API and FTP integrations with 3PL for warehousing and fulfillment.

Right away, the team was impressed by how intuitive the platform was and how well everything worked together. Today, 10 out of 12 total employees use NetSuite daily, and four are proficient with Celigo.

The Results



After over 12 months of having NetSuite and Celigo in their tech stack, GTSE is already looking to add two more website integrations within the next six months, along with additional 3PL warehouses. And their business has grown so much that they’re in acquisition talks with three companies.