



Accession Technology

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College Kids

www.college-kids.net



Snapshot success story:

• **Company:**

College Kids makes collegiate-licensed and destination-themed children's apparel.

• **Location:**

Neenah, WI

• **Industry:**

Wholesale/Distribution; Clothing

• **Software switched from:**

Peachtree

“NetSuite is reliable, robust and extremely flexible. Peachtree wasn't even in the same league. We've never looked back.”

— Matt Vanderlinden, President and CEO

College Kids

Challenges:

- College Kids was looking for a platform that would provide its information in a real-time, accessible and quality manner — a necessary business edge in the apparel industry
- Needed to tie ERP and CRM processes together for management visibility
- Absolutely critical that the company be consistent in order processing to shipment tracking — for customer ease-of-use and satisfaction
- College Kids wanted an assisted, stable and flexible IT solution at a small-business-friendly price

Results with NetSuite:

- With NetSuite, College Kids gets detailed, up-to-date and customized information quickly and easily; a huge business advantage
- The ability to tie the whole CRM process together with NetSuite was a gigantic leap forward for the company, providing a better and more consistent customer experience
- NetSuite's Web-based nature made sense — a great advantage for stability and flexibility. No need to spend money on extra computers and servers. Only thing needed is a fast Internet connection
- NetSuite Support is helping as College Kids continues to get the most out of NetSuite

