cloudeXtend
by celigo

Email and Excel Integration Makes 911 Supply's Processes up to Ten Times Easier

Customer
911 Supply

Products
ExtendSync for Outlook
ExtendInsights for NetSuite

About

911 Supply is a family-owned company founded in 2007 with the mission of taking care of the professional needs of anyone working in law enforcement, corrections, fire/EMS services, private security, or the military. This full-service shop offers uniforms, custom tailoring, body armor, footwear, tactical gear, outerwear, alterations, heat press, and embroidery at two separate locations in the Pacific Northwest.

Background

As many organizations do when first starting out, 911 Supply originally leveraged QuickBooks for its behind-the-scenes business operations. As the business grew, however, they needed to upgrade to a more robust solution, choosing to migrate their data and processes—such as tracking emails—to NetSuite.

The Challenge

With the move to NetSuite, 911 Supply was also hoping for a better way to track emails associated with orders and vendors alike. "There was no email tracking before we implemented NetSuite," said executive assistant Elizabeth Williams. "Our process was maybe if there was something important, we save an email to our computer or server, but that was only for certain things." Thus, early processes were very reliant on the in-house server system. Any time information was needed, the team had to dig through the server looking for documents and hoping any relevant emails had also been saved.

> " ExtendSync saves us an immense amount of time because we don't have to go hunt down emails, it's just right there in NetSuite. "
>
> Elizabeth Williams
> Executive Assistant | 911 Supply

911 SUPPLY
Public Safety Gear & Apparel

Website
911supply.com

The Solution

Shortly after going live with NetSuite in 2020, 911 Supply added ExtendSync by CloudExtend to automatically integrate Microsoft Outlook with their NetSuite CRM. "Now when we set up a license for someone, I make sure the settings are that no matter what, a file will attach so they don't have to remember that," said Elizabeth. "We rely heavily on that setting, and we sync both the inline files and the attached files. It saves us an immense amount of time because we don't have to go hunt down something in someone's email or saved on our server, it's just right there in NetSuite."

The team loves ExtendSync because of the native integration, as well. "There are some integrations that have their own separate tabs or separate location where they hold all the information," Elizabeth said. "But ExtendSync is native and built within the message area. It's very easy to use."

So much did the 911 Supply team benefit from ExtendSync, that when they began expanding NetSuite integrations and searching for solutions that would make it easier than a CSV file to work on projects like contract pricing, adding the CloudExtend Excel NetSuite integration, ExtendInsights, just made sense. "We really needed help with our contract pricing per customer," Elizabeth recalled. "It's really difficult to find a CSV import/export of that specific part because it's not just a list, it's a sublist of a sublist."

911 Supply loved how easy to use ExtendInsights was. "We wanted a solution where the user interface made sense and didn't include a big learning curve," said Elizabeth. "With ExtendInsights basically being an extension of Excel, that made it incredibly easy to use and understand."

Bottom Line

Direct integrations between email, Excel, and NetSuite have paved the way for smoother business processes and opened up time for other projects. Simply not having to chase down emails and documentation due to it being centralized in NetSuite CRM records has saved the 911 Supply team at least 10 hours a week. Meanwhile, using ExtendInsights for customer pricing has transformed that process. "Before ExtendInsights, it would take me days to gather the information and put it all together in the right way that a CSV upload would be successful," Elizabeth recalled. "Now when I get a list of items from our sales reps, I can get customer pricing done within the hour instead. Which is great, because it took me months to figure out a CSV to begin with! Our processes are now ten times easier, and for me to have time available again is priceless."

> " ExtendInsights has freed up the time that I have to help others. As the go-to person for NetSuite, having that time available is priceless. "

Elizabeth Williams
Executive Assistant | 911 Supply