

## Schylling Uses Email and Excel Integration to Improve Visibility and Productivity

Customer  
Schylling

Products  
ExtendSync for Outlook  
ExtendInsights for NetSuite

### About

For more than four decades, Schylling, Inc. has been delighting children and adults alike with both innovative and traditional toys. Located in North Andover, MA, Schylling's list of toys includes both original and distributed lines of toys in new designs and nostalgic refreshes of past favorites. Some of its most popular original and distributed toys include NeeDoh, Littlest Pet Shop, Tonka, View-Master, and Pound Puppies.

### Background

Schylling's team is small but mighty, running 100 strong across all departments, including the warehouse. Nearly every employee in the organization manages multiple roles depending on need. Efficiency is key to all their processes, thus the business made the move to NetSuite ERP and CRM to centralize information and create a single source of truth for the organization.

### The Challenge

Being such a small company, NetSuite administrator Amie Minton, Director of Business Systems at Schylling, wears numerous hats within the organization. She administers most of the integrations at Schylling and is constantly on the lookout for more ways to build efficiencies into processes. When Amie arrived at Schylling, she noticed some of the same challenges she had experienced—and solved—at other organizations she'd worked at prior. So as soon as she had the opportunity, she introduced the team at Schylling to one of her favorite NetSuite integration providers for driving efficiency: CloudExtend.

“ExtendInsights saves me from having to do one-by-one updates. Using the tool to edit, change, and save records saves me an hour's worth of work in one day and multiple hours per week.”

Amie Minton  
Director of Business Systems | Schylling

**Schylling**

Website  
schylling.com

## The Solution

Shortly after the team implemented NetSuite at Schylling, Amie was able to implement CloudExtend email and Excel integrations, ExtendSync and ExtendInsights, as well. “Beforehand, emails didn’t get saved anywhere,” Amie admitted. “We weren’t paperless; we’d simply lost sight into those conversations because they were stuck in other email boxes.” Adding ExtendSync to integrate Outlook with NetSuite CRM provided the centrality and clarity the organization needed.

Amie wasn’t new to the ExtendSync integration capabilities. “This is a tool I’ve been using for a really long time, not just at Schylling, but at other companies, too,” Amie said. “Every company I’ve gone to, if they don’t have CloudExtend integration, I’ve gotten it added. I think I’ve been using it since it began, and I love this product.” ExtendSync empowers every single individual within Schylling who interacts with a customer, providing them with a way to store correspondence from Outlook directly into NetSuite so that others on the team have visibility into it.

ExtendInsights may only be used by a few individuals within Schylling, but has proven no less powerful than its email integration counterpart. “ExtendInsights is used by those of us handling data entry and data cleanup,” Amie said. “It’s a tool I’ve come to really appreciate because it allows me to do certain things in NetSuite that I might not be able to do through a mass update or an import. I have a lot more flexibility to make changes in our records without too much effort.”

## Bottom Line

For Schylling, integrating both email and Excel with NetSuite have been game-changers for productivity and visibility. “I’ll help my customer service team when they have to make a lot of changes in orders, and it’s just so much easier to work in ExtendInsights versus opening up a sales order, editing it, going through every line to make changes,” said Amie. “I can change my quantities or rate and then upload to NetSuite, and within a few minute or seconds, depending on how many records you have, ExtendInsights makes the changes.” The team also finds deep value in not having to guess at information or spend time seeking out someone to ask who they talked to or duplicate correspondence when it comes to tracking email in NetSuite CRM with ExtendSync. “This integration is just really slick,” Amie concluded, “and it makes my life a lot easier.”



We love ExtendSync; it’s one of those things that just fits into our process and fixed a problem no one knew we had until we were able to gather information and keep it centralized.



Amie Minton  
Director of Business Systems  
Schylling

## About CloudExtend

CloudExtend empowers organizations to make faster, more insightful decisions by creating innovative, user-friendly applications that integrate workplace productivity tools with platforms they use every day.

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CS-SCH-0524