

NETSUITE E-COMMERCE IN LESS THAN 30 DAYS—A SUITECOMMERCE SUCCESS: YUNEEC

Background

Drone manufacturer Yuneec International manufactures over one million units a year, which are sold under OEM and ODM brands, as well as the Typhoon and Breeze lines of drones. The company introduced the hobby industry's first "ready to fly" radio control electric powered airplane.

Issue

Yuneec USA, Inc. had a marketing website, but it was missing revenue opportunities because of the lack of ability to sell products online. On top of this, the prime holiday sales season was quickly approaching and Yuneec needed a solution that could be rapidly implemented while leveraging the existing product information within its enterprise resource planning (ERP) system, NetSuite.

Solution

RSM took on the challenge of building and deploying a functional web store fully integrated to the NetSuite back end, and getting it done within 20 days to meet the holiday shopping deadline. As a leading NetSuite and SuiteCommerce service provider, RSM addressed all of the configuration and development requirements necessary to meet this tight deadline.

The single platform combination of NetSuite and the SuiteCommerce Advanced (SCA) module meant that no integration build-out was required. The site management tools within SCA provided the Yuneec team with content management functionality with which they were accustomed, with the addition of e-commerce and promotional capabilities.

Following the launch of the first version, the RSM team advanced to a second phase of desired features and began driving traffic to the new site utilizing insights from RSM's digital marketing professionals.

Results

Within the first month of launch, the return on investment from the engagement was approximately 2,600 percent, based on cost to revenue. The e-commerce site launched with sophisticated functionality, and, with the help of our digital marketing team, the Yuneec USA Inc. organization has become a wholesaler for major brick-and-mortar companies, such as Best Buy and Costco, along with 3,000 other locations in North America. With NetSuite's ERP fully integrated to their e-commerce site, Yuneec can now streamline e-commerce operations and benefit from scalability into the future.

Client testimonial

"While we were already utilizing the NetSuite platform for its accounting capabilities, we needed an e-commerce solution fast and loved the idea of running everything on one platform. We selected RSM for their NetSuite SuiteCommerce Advanced and digital marketing expertise, and they have exceeded our expectations! We love our new website, and our results have been phenomenal since launching! Within the first month of sales, the return on investment from the engagement was approximately 2,600 percent based on cost to revenue."

— Rita Nassif, Business Analyst, Yuneec USA Inc.

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