



BROWNS SHOES

NetSuite is the Right Fit for Browns Shoes



COMPANY Browns Shoes	INDUSTRY Retail	SOLUTIONS NetSuite OMX
LOCATION Montreal, Canada	APPLICATIONS REPLACED iCongo	

“NetSuite OMX has really empowered us and changed the Ecommerce business, reducing lead times and increased customer satisfaction. We're very confident that when you place an order with us, you're going to get it very quickly.”

— Browns Shoes

CUSTOMER SUCCESS

- Average time to ship reduced resulting in 95 percent of orders now shipping within 1–3 days.
- NetSuite OMX supplies scalability and automation for efficiently processing up to 1,000 daily orders from Browns Shoes' collection of top international designer shoes, leather goods and accessories.
- Automatic tracking of orders and inventory led to improved customer service with proactive notifications of shipping information to customers and improved visibility into orders.
- Improved order accuracy and insight into returns helped reduce returns by improving product descriptions and keeping customers better informed.
- Staff who were once required to manually process orders are now refocused on customer service.
- Risk management significantly improved with payment pre-authorization at checkout in NetSuite OMX.
- Customer satisfaction improved due to greater order accuracy.
- [Inventory](#) from multiple locations can be combined into one system and can connect to Browns Shoes' online store.

CHALLENGES

- Orders from multiple sources made tracking and managing order preparation cumbersome and time intensive.
- Customer contact information was spread across multiple systems.
- Ad-hoc reporting prevented proactive decision making.
- Orders were difficult to modify once they'd been submitted.

SOLUTION

- NetSuite OMX is a key component of Browns Shoes' mandate to offer a central ordering system for online sales.
- Integration with the Demandware Ecommerce system provides end-to-end visibility into risk management, stock management, prep and shipping.
- Browns Shoes now plans to extend order management functionality to 55 retail locations.