

CASE STUDY

SOLAS BUSINESS PARK

SOLAS

ABOUT 'SOLAS BUSINESS PARK'

Solas Business Park operates three businesses: FreeTV.ie, The Garden Shop and Solas Eco Garden Centre. FreeTV.ie and The Garden Shop are online retailers supplying satellite TV, TV related products, and gardening supplies. While Solas Eco Garden Centre is Ireland's pioneering online garden centre, food village and farmer's market.

INDUSTRY

Retail and Food

LOCATION

Ireland



Overview

Solas Business Park had ambitious plans to expand its business and provide an eco-friendly gardening experience to a broader audience. Driven by its unwavering commitment to sustainability, the trio of businesses rapidly flourished and sought to upgrade its system. To facilitate this expansion, it required technology to compile information from all three businesses onto a single platform to achieve a comprehensive overview of the business. To grow more seamlessly, OSSM was chosen to spearhead the implementation and integration of NetSuite.

"NetSuite will make our entire business more efficient, as it will allow us to cope seamlessly with growth, enable employees to be more productive, cut costs and allow us to focus more time and resources on innovation, growth and customer service."



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David Maher, founder of Solas Business Park



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The Challenge

Solas Business Park were looking to streamline their financial and operations management processes to adapt to changes, foster growth, drive innovation, and stay competitive. They required a solution that could integrate seamlessly with their existing e-commerce platform and EPOS system, enabling efficient inventory and pricing management.

Managing diverse multi entities in a smooth and seamless way was a key objective for this project with time-consuming tasks to be replaced by slick and efficient automated processes.

“We are really enjoying the experience of working with OSSM, who have facilitated a seamless shift to NetSuite. We’re excited about the prospect of gaining improved business insights and reducing manual data input. As our business has reached a critical stage, it’s essential that we have streamlined and manageable processes, with all key information accessible at our fingertips.”

David Maher, founder of Solas Business Park



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The Solution

OSSM implemented a NetSuite ERP solution, empowering Solas Business Park with unparalleled oversight to streamline operations and enhance business transparency. Even in the time since, through the power of NetSuite, Solas can now streamline its financial and operations management, fuelling productivity, creativity and innovation.

By harnessing the power of NetSuite, Solas Business Park is experiencing the transformative power of the solution. The two-way integration between NetSuite, the e-commerce platform, and the EPOS system, has simplified inventory and pricing management, ensuring swift and efficient order handling. With a unified platform in place, Solas experiences real-time visibility into crucial metrics like margin, sales, and cost analysis.

Moreover, the OneWorld module addresses the complex nature of Solas Business Park, allowing seamless movement of stock across companies. This inherent adaptability ensures efficient operations and eliminates bottlenecks caused by organisational diversity.

Looking to the future, Solas Business Park plans to capitalise on NetSuite’s capabilities further. With all sales data flowing into the system, they intend to implement NetSuite’s marketing automation functionality as part of a future phase.

The Outcome



Performance Empowerment

By gaining better performance oversight, Solas can prioritise innovation and business growth



Increased Efficiencies

Automating systems increases business efficiency, resulting in a surge in overall performance



Improved Customer Satisfaction

Automating manual tasks improves its ability to serve its customers



Production Output Increase

Accurate data enables faster and better decision-making by employees, resulting in increased productivity



Revised Accessibility

The centralised and fully automated database enables seamless connectivity for employees across all three businesses



Improves Accuracy of Data

Streamlining operations guarantees Solas' clear and accurate data