



CASE STUDY

# CROSS CO.

## INTEGRATION + CUSTOMIZATION

### OVERVIEW

#### Jitterbit Powered Integration + Heavy NetSuite Customization

Cross Co. was chosen for a case study because this project perfectly exemplifies the possibilities today's software technology can provide for the modern business. The NetSuite platform's flexibility is on full display; showing the broad range of its customization capabilities, and the Jitterbit Harmony integration platform shows off its brilliant utility by allowing for the automation of complex processes through the seamless sharing of data between systems. By harnessing the capabilities of these two powerful and complex software platforms, eMerge Technologies has provided a unique advantage to an amazing business.

Cross Co. provides manufacturing equipment and business services to manufacturers across the country. Started in 1954 in Greensboro North Carolina, Cross has since grown to 9 locations and over 200 employees. Cross Co. has believed their company culture; built on honesty, integrity, mutual respect, has been the main contributor to their success. They are 100% employee-owned. To learn more about Cross Co. check out their website at [Crossco.com](https://Crossco.com)

### CHALLENGE

Cross Co. employees had a problem keeping up with the consistent updates in vendor prices. Daily changes from vendor prices would require Cross employs to update prices in NetSuite and their procurement system just as often.

#### AUTOMATE PRICE UPDATES



Cross Co. was using excel sheets to manage inventory levels in tandem with NetSuite. However, since they procure inventory from a number of vendors that consistently update their prices, a lot of time had to be devoted to making sure the procurement system and ERP were reflecting actual prices for their sales staff.

This is inefficient for a few reasons:

1. Risk of over and underquoting customers
2. Requires Cross Co. to devote valuable employee resources to update two separate platforms so frequently.

## Buyer's Center > Build Order

PLANNING GROUP		MINIMUM BUY TYPE	MINIMUM BUY	TARGET BUY TYPE	TARGET BUY						
Apollo - All Items		Quantity		Dollar							
PO Line Items		TO Line Items									
PRODUCT	ITEM WORK BENCH	DEFAULT LOCATION	VENDOR	REORDER POINT	PREFERRED STOCK LEVEL	SURPLUS LOCATION	QUANTITY TO TRANSFER	QUANTITY TO ORDER	REORDER MULTIPLE	BULK QUANTITY	UNIT
0087440		Greensboro HF	Conbraco Industries, Inc.	50	333	N/A	0.00	0.00	1	15	Each
0087410		Greensboro HF	Conbraco Industries, Inc.	20	30	N/A	0.00	0.00	1		Each
131000-1		Greensboro Corp	Conbraco Industries, Inc.	100	500	N/A	0.00	0.00	1		Each

## RESULTS

Both the custom procurement application inside of NetSuite and the Jitterbit powered integration were a total success.

Now Cross Co. no longer has to worry about outdated prices in their system. Providing them with much-needed relief.

They also will not need to acquire a professional procurement solution, saving them licensing fees.



**\$40,000**  
ANNUAL SAVINGS

Cross Co. saves over \$40,000 per year in employee resources and license fees.



**100%**  
RELIEVED

Making sure customers were accurately quoted was always on Cross Co.'s mind. Thanks to a Jitterbit implementation and customization by eMerge this is no longer the case.

## FUTURE PLAN

Cross Co. has been working with eMerge Technologies for years! We continue to help Cross Co. get the most out of the NetSuite ERP, and have enjoyed watching their company progress with the help of the cloud and our services!

## SOLUTION - NETSUITE SHINES

After doing a gap analysis of procurement functionality and the customization abilities of NetSuite, eMerge decided that NetSuite could take on the role of the procurement solution all by itself.

By closing seven gaps of procurement functionality, eMerge effectively turned NetSuite into a procurement solution in addition to its other roles. This customization saved Cross Co. from updating two separate systems by only needing one of them.

However, eMerge still needed to automate how the prices data would be updated.

## JITTERBIT HARMONY

To automate the process of updating inventory prices from many different vendors in NetSuite, eMerge Technologies turned to the Jitterbit Harmony iPaaS platform.

With Jitterbit Harmony, updating prices became as simple as placing a file in a folder.

Cross Co. employees would receive the updated vendor prices by email in the form of a CSV file, as they normally do, and place the file in a designated FTP folder. The file would then be sent via FTP to Jitterbit, where it massaged the data and then sent it along to NetSuite.

Once in Netsuite, the vendor prices would be updated automatically, thanks to a bit of custom scripting by eMerge.



***A one-stop shop from design to deployment. eMerge has become an extension of Cross' core development and operations. Roy Lowe - Management, Cross Co***

