



NetSuite: empowering growth for agribusiness

Lipp's Bulk Super

General Manager: Rob Carnell

Location: Regional sites in VIC and NSW

Industry: Wholesale distribution: agribusiness

Lipp's Bulk Super started out nearly 50 years ago as a small family business selling fertiliser out of a railway shed. Today, the company is a growing agribusiness of 70 employees, providing a complex mix of rural products and services to the agricultural community throughout Victoria and New South Wales.

With demand growing faster than their manual systems could handle, Lipp's needed to find a system that would help them scale up quickly and efficiently. That's when they turned to JCurve cloud ERP, the small business edition of NetSuite. Since implementing in 2012, they have seen revenue grow by 86%.

Lipp's needed a flexible system that would keep pace with their rapid growth and include:



Fast and efficient transaction processing



Easy to use point of sale solution – TCS POS for NetSuite



Detailed, flexible reporting



Automated invoicing of multiple customers with custom blends of product



Ability to handle many different product and service types



As we grow we are very confident NetSuite will grow with us.



General Manager, Rob Carnell.

Manually processing 70,000 invoices a year

"There was a lot of Excel," recalls General Manager Rob Carnell, when explaining his unwieldy legacy systems.

Lipp's processed 70,000 transactions a year, and it was all based on a manual purchase order and invoicing system. Quite simply, they needed their transactions to be faster with less human involvement.

Partnering with JCurve Solutions

In their search for a solution, the Lipp's team came across the JCurve small business edition of NetSuite, the world's leading ERP system.

"We liked the flexibility, scalability, ease of use and real-time business insights," explains Rob.

"Being cloud based means our team can access the system anywhere, anytime – even when out on the road."

Lipp's chose to start their NetSuite journey with the JCurve edition because the cost of entry was lower, and the level of service was high.



We can improve our business processes as we grow, plus dramatically increase productivity as we streamline more and more things in NetSuite.



"For us, changing our systems was a big deal, and the JCurve team provided excellent engagement during the sales process, implementation and user training," says Rob.

Smooth and easy implementation

"We found moving to NetSuite was a smooth process," says Rob.

"With the JCurve ERP edition, you don't need to spend vast sums of money up front trying to get everything rolling at once.

"You can be up and running and seeing value very quickly."

JCurve makes it easy

"The team at JCurve Solutions spent time to understand what our business does and what processes are unique to us," Rob says.

"They helped us assemble the building blocks of the system first, such as accurately setting up financials, customers, vendors and inventory information."



Scalable, fast and flexible

Lipp's has quickly achieved their goal of increasing the speed of transactions.

"We can process more transactions with less staff," says Rob.

Another major benefit is NetSuite's flexibility.

"NetSuite gives us flexibility in how we deliver a service and how much we can automate previous time-consuming and manual tasks," explains Rob.

The biggest benefit, however, is the scalability of NetSuite.

"The capacity of NetSuite to grow with the business is seemingly limitless," Rob says.

"We can improve our business processes as we grow, plus dramatically increase productivity as we streamline more and more things in NetSuite."

Outstanding growth results

Lipp's implemented JCurve ERP in 2012

