

Optimizing Inventory Management with NetSuite ERP



The Customer

A leading medical device company specializing in advanced air purification systems using proprietary PECO technology. This innovative brand delivers high-performance indoor air quality solutions for residential and commercial spaces. With a rapidly expanding global footprint, the company is committed to redefining clean air through science and innovation.

Impact Delivered

- 35% subscription revenue growth
- 2X conversion rate
- 2X revenue growth

The Challenge

As the company scaled, several operational bottlenecks emerged:

- Disconnected systems across finance, procurement, inventory, and fulfillment
- Manual, spreadsheet-heavy processes leading to delays and errors
- Lack of real-time visibility into cost structures, revenue, and inventory
- No automation for returns or refunds (RMA process)
- Subscription billing complexity without ASC-606 and GAAP compliance
- Absence of same-day delivery capability
- Inefficient demand planning resulting in overstocking or stockouts

Solution Components

- NetSuite ERP
- Magento Integration
- 3PL Integration
- Darkstore Enablement
- NetSuite ARM
- Access Controls
- Full Process Automation

The Solution

The company partnered with CriticalRiver to implement a tailored NetSuite Cloud ERP solution that:

- Unified finance, operations, and inventory into one platform
- Integrated Magento with NetSuite via SuiteSpots™ for real-time sync
- Connected 3PL partners for smart, location-based fulfillment
- Enabled Darkstore support for same-day delivery
- Automated subscription billing with NetSuite ARM
- Set up role-based access for secure RMA handling via Magento
- Digitized key workflows across order, procurement, and returns

The Results

- Achieved significant growth in subscription-based revenue
- Improved conversion rates through faster, streamlined ordering
- Successfully rolled out same-day delivery across key markets
- Boosted overall revenue through process efficiency and automation
- Enhanced inventory accuracy, reducing both overstock and stockouts
- Delivered faster returns and refunds, improving customer satisfaction