

## Sansar Solutions

[www.sansarsolutions.com](http://www.sansarsolutions.com)

### At A Glance:

- **Company:** Sansar Solutions
- **Location:** London, England
- **Industry:** Distribution
- **Challenges:** Global electronics distributor needed a system that could keep up with the speed of business
- **Results with NetSuite:** Distributor has greatly improved customer service and saved at least £30,000 in administrative costs by improving efficiencies



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*Sansar Solutions*

### The Results: Fast Business, Fast Technology

With NetSuite, global electronics distributor Sansar Solutions can finally keep up with the hurried pace of its industry. Salespeople know in an instant where they are in the sales process, and thus can react quickly to customers’ needs.

Marquee customers around the world can check on shipping status, invoices and purchase orders in real-time, using the Web-based system. And then there’s cost savings to reap. Sansar Solutions saves at least £30,000 every year in administrative salaries, thanks to efficiencies gained through NetSuite.

“Our business moves pretty fast and in high volume,” says Ash Thapar, managing director at Sansar Solutions. “It’s so competitive these days that you just have to have everything at your fingertips. And NetSuite gives us the advantage we need to compete in a global industry.”

### The Challenge: Paper Mayhem

Headquartered in London, Sansar Solutions procures electronic components from manufacturers throughout Europe, Asia and in the U.S. Most of the company’s customers are in India. Electronic parts have short shelf lives, and thus global buyers and suppliers need fast and reliable service from distributors like Sansar Solutions.

But Sansar Solutions didn’t have the right technology in place, relying mostly on Excel spreadsheets and fax machines as the tools of trade. Locating parts in its warehouse sometimes took half a day.

Salespeople had problems working on joint deals because quotes would vary from person to person, and no one had the complete picture and customer history. Underlying these inefficiencies, a single purchase order could include up to 300 different parts.

Even worse, critical customer data was stored on a disk drive in Sansar Solutions’ office. Traveling executives needed to make sure they synced their notebooks before leaving on trips. More often than not, they were working off of old customer data.

 Find out more: contact Aim (NetSuite UK solution provider) on 0845 838 1843 or visit [www.123aim.co.uk](http://www.123aim.co.uk)



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“As volume grew, we couldn’t keep up using these tools,” says Thapar. “The fallout is lost productivity and poor customer service.... We definitely lost some sales because of slow responsiveness to customers.”

The situation came to a head during tax season. An accounting consultant hired to prepare filings spent a week sifting through printed Excel spreadsheets and other paper documents—a job that normally requires a single day. “We planned on spending 800 pounds and ended up paying 2,500 pounds,” Thapar says.

### **The Solution: Global High-Tech**

Sansar Solutions now uses NetSuite to handle all of its needs. The system can be accessed over the Web, and the data is current. “I was traveling in Singapore the other day and could get everything I needed,” says Thapar. “Portability is big, since we’re dealing in all sorts of time zones.”

Customer service also has improved greatly. For instance, a subcontractor in India needed parts from multiple Sansar Solutions suppliers. But the subcontractor had a caveat: The parts had to be broken out into multiple invoices, while shipped in a single shipment to keep costs down. Custom invoicing is no problem with NetSuite, and Sansar Solutions was able to meet this demand.

Thapar doesn’t have to worry about data backup, security and other client-server headaches—NetSuite takes care of everything. Now he’s looking to outsource administrative, accounting and data-entry duties to a service provider in India.

“We don’t need to have a full-time accounting and administrative staff,” Thapar says. “We can outsource these operations because NetSuite is accessible everywhere online.”