



Total Immersion Swimming

www.totalimmersion.net



At A Glance:

- **Company:** Total Immersion Swimming
- **Location:** New Paltz, NY
- **Industry:** Education
- **Challenges:** Total Immersion needed a more efficient, error-free solution for processing online orders
- **Software switched from:** ShopKeeper, manual order re-entry
- **Results with NetSuite:** \$20,000+ annual savings in employee time, \$30,000+ increase in monthly revenue



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— Glenn Mills, Creative Director and Senior Coach

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The Results:

Total Immersion is saving the equivalent of one full-time employee—over \$20,000 a year—due to the greater efficiencies afforded by the Suite. They are also making more money because their "time is much better spent creating." Their savings have been put to good use: "Freeing up money has allowed us to maintain good advertising. Comparing a three-month period this year to last year, we've increased product sales by over \$30,000 a month." While not all of this growth is directly attributable to the Suite, Glen clearly recognises the role it has played: "NetSuite Small Business has given us the tools to do what we are good at. We are basically swim coaches who love to teach; we're not accountants. It lets us do what we do best."

The Challenge:

Total Immersion Swimming is the world leader in teaching swimming stroke technique to triathletes, age-group, Masters, and fitness swimmers of all ages and abilities. They conduct weekend workshop all over the U.S., the U.K., and Australia. They also publish swimming self-improvement materials such as books, videos, and DVDs.

Total Immersion needed a more efficient solution for processing online transactions. They were using ShopKeeper to process orders and keep their books. However, they had to "print out the orders from their Web site and re-enter them into Shopkeeper, which introduced errors and was very time consuming," says Glenn Mills, Total Immersion's Creative Director and Senior Coach. Also, Shopkeeper did not provide the financial reports they needed to make informed business decisions.

The Solution:

Total Immersion implemented NetSuite Small Business to improve their labor intensive, mistake-prone order processing methods. Linking online ordering with the fulfillment process "basically eliminated the need to re-enter anything. We now process 60 to 80 orders a day,

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which we could not have done effectively on the old system." Five years ago, three of Total Immersion's six in-house employees were taking orders over the phone full-time. Today, with the same six employees, they do four times the sales volume and only one employee is answering the phone full-time; the others are now free to "contribute to the creative aspect of the company. Long story short, we've become much more efficient."

The fact that the Suite is Web-based was a major factor in Total Immersion's purchase decision. "Our founder is a writer who likes to work out of his house, our editor lives in Vermont, our fulfillment is done off-site, and our coaches are spread out all over the country." With NetSuite Small Business, all of them are able to access up-to-date information-customer data, order statuses, coaches' information, sales numbers-from wherever they are. For example, their independent-contractor swim coaches all across the country access the Suite to keep up with schedules and are able to directly enter their expenses reports online. What used to take days-waiting for paper receipts to arrive via FedEx, manually adding them up, cutting the check, and mailing it out-has now been "reduced to a matter of key strokes."

Total Immersion is also impressed with the Suite's reporting capabilities, something severely lacking in the previous solution. "Since we process so many orders, it's important that we track how our customers are purchasing with the 'Sales Summary by Item' report. It's easy to see which products are the hottest, the fastest moving, and where we should focus our attention." Because they were able to create custom categories for their items, it is "much easier for us to analyze our business."