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PRODUCTS SUPPORTS
EXPONENTIAL GROWTH
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A BETTER WAY TO DO ECOMMERCE

Precision Medical Products has built a thriving business distributing braces, slings, cryotherapy products and other post-surgery recovery supplies to hospitals across the country. In 2016, it identified a new opportunity and launched Precision Disposables, a subsidiary that sold disposable medical items like gloves, wraps and gauze. Familiar with the headaches around accounting, orders and inventory that come with running a business, it decided to run the new subsidiary on NetSuite. Precision Disposables benefitted from NetSuite's insightful reports, automated product orders and superior inventory tracking, but a poorly integrated ecommerce platform created roadblocks.

Precision Disposables started with a custom-built ecommerce site on a B2B platform called DreamingCode that required a lot of duplicate work. Whenever a customer placed an order online, an employee had to manually punch it into NetSuite as a sales order. Any time Precision Disposables added a new product or changed a description in NetSuite, it had to manually update the ecommerce site.

Realizing these manual processes would not be sustainable as the brand grew, Precision Disposables migrated its online store to NetSuite's unified ecommerce solution, SuiteCommerce Advanced, going live in just 23 days with a SuiteSuccess implementation.

Precision Medical also created a second internal NetSuite ecommerce site where reps could place orders instead of emailing their order processing team. That site reduced errors, as well, because the business sells many similar products.

Precision Disposables migrated its online store to SuiteCommerce Advanced in just 23 days with a SuiteSuccess implementation.



“We’ve had rapid growth, and I am the first to say, without NetSuite, we wouldn’t have been able to do this as well as we did. We’d have a lot more people here, we’d have a lot more expenses and we couldn’t have done it as effectively, efficiently and rapidly as we did.”

Bruce Capagli
COO
Precision Medical Products

DRIVING EFFICIENCY WITH UNIFIED COMMERCE

Precision Medical's annual revenue has nearly tripled to \$45-plus million in the 2 1/2 years since going live with NetSuite for financials and inventory/order management. Order volume has climbed from 400 to 1,100-1,300 shipments per month. Before moving to NetSuite ERP and ecommerce, the company needed three full-time employees to process those 400 orders. Today, that requires half as much manpower.

Automation fueled by NetSuite is responsible for that level of efficiency. In the past, when an order came in, an employee first had to figure out if a product was in-stock or a drop-ship item. If it was a drop-ship item, someone would create product orders in Excel to send to suppliers. Now, when an online order comes in from an outside customer or rep, NetSuite automatically sends it to one of Precision Medical's three warehouses or a supplier (for drop-ships). In addition, back-end systems reflect any new products or updates to the ecommerce site since the system acts as a central hub for all data.

That automation has slashed the cost of processing an order from \$7.66 to \$2.12—savings of roughly \$80,000 annually. Furthermore, the total time to process an order dropped from 23 minutes to just six minutes—that's how long it takes a Precision Medical rep, on average, to place an order online since there is no manual work after that. The sales team also has much better visibility into the status of orders, which helps them schedule visits to clinics to show employees how to use the equipment.



“We’re excited to have the right platform to direct people to what looks good, markets us well, has the right branding, is intuitive and easy to use, and has the bells and whistles aligned with your modern online shopping experience.”

Bruce Capagli
COO
Precision Medical Products

LAUNCHING A NEW BRAND ON SUITECOMMERCE

More recently, Precision Medical began designing and manufacturing its own durable medical equipment like braces, boots and compression sleeves that prevent blood clots under a new brand called [Ortho8](#). The company's previous success with NetSuite's ecommerce platform made it an easy decision to run the newly-launched Ortho8 website on SuiteCommerce.

It launched the Ortho8 site in about 40 days, selling innovative products like a cryotherapy knee brace and Bluetooth-activated sequential compression device. The SuiteCommerce site offers different pricing tiers depending on order size, and it's easy for non-technical users to add or update content.

Precision Medical COO Bruce Capagli hopes the Ortho8 online store can pull in a few million dollars in sales within the next year by selling to both smaller durable medical equipment companies and through Precision Medical's traditional reps, who can then offer these unique products to surgery centers and clinics. The company envisions becoming a "one-stop shop" for smaller players in this industry—it can sell Ortho8 and other manufacturers' items at highly competitive prices, then fulfill and ship orders on behalf of those customers through another subsidiary called [Emphasource](#), a 3PL provider.

Precision Medical projects 50% revenue growth this year, and it expects sales to keep accelerating as its footprint expands in the medical industry. It's ready for rapid growth with back-end operations and ecommerce for three subsidiaries on a single platform.

"It was pretty much NetSuite or nothing for the Ortho8 site because of our positive experience with NetSuite ecommerce."

BRUCE CAPAGLI
COO, PRECISION MEDICAL PRODUCTS

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