

FOR AUSTRALIAN MID-MARKET DISTRIBUTORS · \$10M-\$200M

Scaling Wholesale Distribution with *NetSuite*

An automation playbook for growing revenue without growing cost
and headcount at the same rate.

Growth should compound. For most distributors, *complexity compounds faster.*

Every new customer, SKU, channel and location adds orders to key, stock to track and invoices to chase. Without automation, headcount grows in step with revenue, and margin gets squeezed as the business scales.

FIVE CHALLENGES WE SEE IN ALMOST EVERY MID-MARKET DISTRIBUTOR

01 **Fragmented systems**

Accounting, inventory, warehouse and eCommerce run on separate systems, so data is re-keyed and reconciled by hand.

02 **Inventory blind spots**

Nobody can say with confidence what stock is available to promise right now, across every location and channel.

03 **Multi-channel complexity**

Sales reps, phone, EDI and eCommerce orders each follow their own workflow, with their own errors.

04 **Working capital drag**

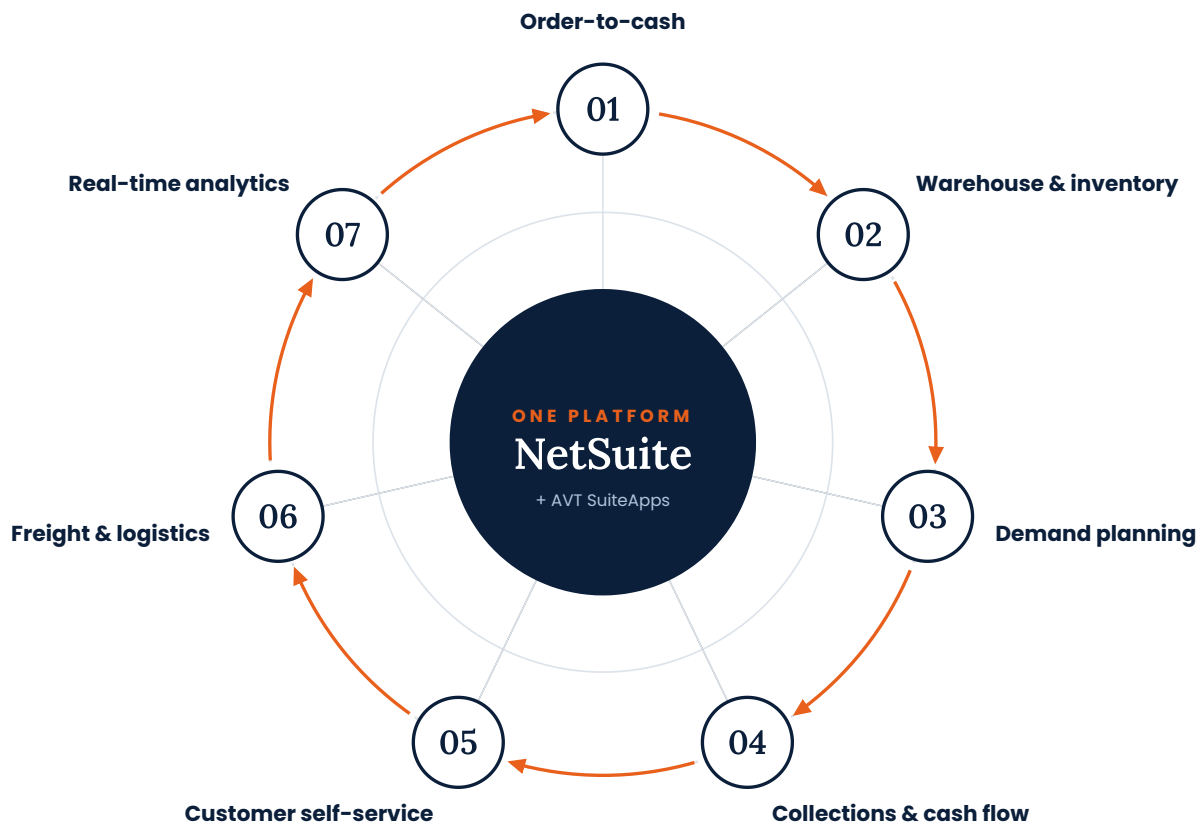
Credit checks and collections are manual and time-consuming, so cash arrives later than it should.

05 **Reporting lag**

By the time month-end reports arrive, the pricing and margin decisions they should inform are already out of date.

Seven levers, *one connected platform.*

Each lever removes manual work from a part of the business. Together they turn NetSuite into a single, automated engine from the first order to the final margin report. Start with the lever that hurts most, and add the rest as you grow.



01 • Order-to-cash

Every channel into one order flow

02 • Warehouse & inventory

Barcode-driven, real-time stock

03 • Demand planning

Forecast-driven purchasing

04 • Collections & cash flow

Faster cash, fewer disputes

05 • Customer self-service

Customers serve themselves

06 • Freight & logistics

Rate, label and track automatically

07 • Real-time analytics

Margin by SKU, customer and route

Order to cash, *without the manual work.*

01

Order-to-cash automation

Every order, whether from a sales rep, phone, EDI, eCommerce or mobile, flows straight into NetSuite. The right pricing and terms are applied automatically, with no re-keying.

NetSuite order management

EDI

AVT SuiteOrder

AVT CPQ

60-80%less order processing
time

02

Warehouse & inventory automation

Barcode scanning, wave picking and real-time cycle counting across every location. Sales always see what is available to promise.

NetSuite Advanced Inventory

NetSuite WMS

Print Node

>99.5%order accuracy at the
pick face

03

Demand planning & replenishment

Forecast-driven replenishment raises the right purchase orders at the right time, with landed cost tracked on every import.

AVT S&OP SuiteApp

Landed cost

15-30%less inventory, with no
drop in fill rate

04

Collections & cash-flow automation

Invoices go out automatically, dunning schedules chase overdue accounts and disputes follow a clear workflow. Customers can pay online.

AVT Collections Module

AVT Present & Pay

5-15 daysoff Days Sales
Outstanding

From dispatch to decision, *in real time.*

05

Customer self-service

Portals, mobile ordering and automatic notifications let customers check orders, stock and invoices without picking up the phone.

SuiteCommerce

AVT SuiteOrder

40-60%

fewer customer service calls

06

Freight & logistics integration

Carrier rate shopping, dispatch documents and tracking updates are generated from NetSuite, across Australia Post, StarTrack, TNT, Toll and more.

AVT SmartFreight

Print Node

Automatic

rate shopping, labels and tracking

07

Real-time analytics & margin visibility

Live dashboards show profitability by SKU, customer, channel and route, so pricing decisions are made on today's numbers.

SuiteAnalytics

NetSuite dashboards

5-10%

of SKUs found to be losing money

WHERE TO START

Pull the lever that hurts most first.

Orders are keyed by hand, pricing errors creep in

→ 01 Order-to-cash

Nobody trusts the stock figures

→ 02 Warehouse & inventory

Stock-outs and overstock at the same time

→ 03 Demand planning

Cash arrives later than it should

→ 04 Collections & cash flow

The phones never stop: "where's my order?"

→ 05 Customer self-service

Dispatch is booked carrier by carrier

→ 06 Freight & logistics

Month-end takes two weeks, margins are a guess

→ 07 Real-time analytics

MEASURABLE OUTCOMES

What automation *delivers*.

Typical results for Australian mid-market distributors that put these levers to work on NetSuite.

60–80%

reduction in order processing time

>99.5%

order accuracy at the pick face

15–30%

inventory reduction with no drop in fill rate

50–70%

reduction in stock-outs

3–5 days

month-end close, down from 10–15 days

40–60%

reduction in customer service call volume

THE CASH-FLOW CASE

\$685K

in working capital freed for a \$50M-revenue distributor that cuts Days Sales Outstanding by just five days.

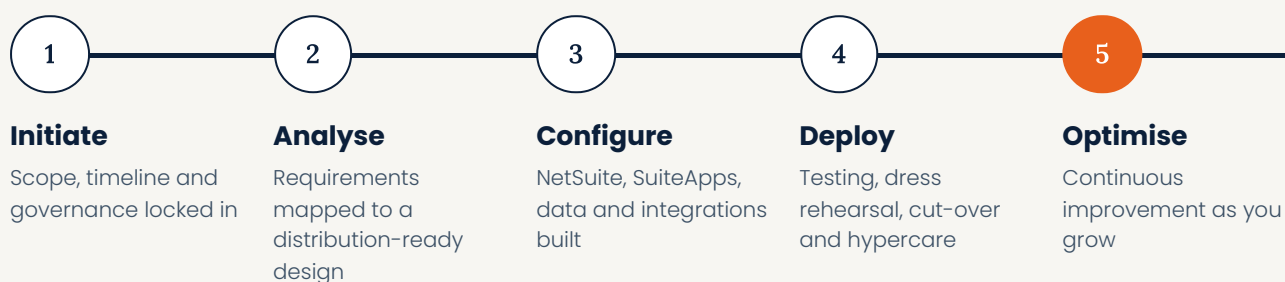
$\$50\text{M} \div 365 \text{ days} \times 5 \text{ days} \approx \685K

Figures are typical ranges from AVT's distribution playbook. Actual results depend on each business's starting point and scope.

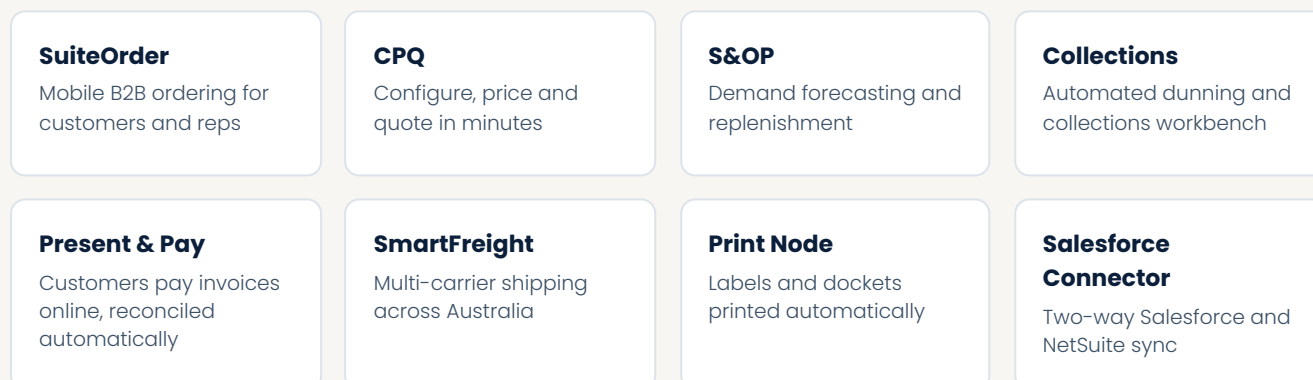
HOW AVT DELIVERS

A proven path, *in around 100 days.*

AVT combines a distribution-ready NetSuite reference implementation, its own SuiteApps and a five-phase methodology refined over more than 1,000 projects, then stays on to support you after go-live.



AVT SUITEAPPS BUILT FOR DISTRIBUTION



NEW

Already on NetSuite? Meet SuiteAudit.

A read-only SuiteApp that produces eight executive-ready governance reports from one in-account run, covering security, access, scripts, workflows and more.

“See exactly what's happening inside your NetSuite. In under 60 minutes.”

20+

YEARS OF NETSUITE

1,000+

PROJECTS DELIVERED

200+

CLIENTS ACROSS AU & APAC

NEXT STEP

Ready to scale *without* *adding the same* *headcount?*

Find out which levers would make the biggest difference to your business, and what they're worth.

FREE • 1 HOUR

Book a discovery call

We'll map where your business slows down as it grows, and which levers to pull first.

READ ONLINE

The full playbook

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