



Ryonet
MFG DIVISION

A CASE STUDY:

NetSuite Helps Ryonet Transition From Screen-Printing Startup to Omnichannel Market-Maker



Ryonet grew from garage startup into a force in the screen printing equipment and supplies industry.

It grew from a garage startup into a major player in the screen printing equipment and supplies industry. The company was founded in 2004 by a punk band in need of money. Ryonet initially used a combination of Sage and a home-grown ecommerce solution.

Industry: Manufacturing, Retail



"We're definitely an omnichannel company, and we are much more efficient with a unified system supporting all channels."

- Ryonet Corporation

NETSUITE ACROSS THE BOARD

All of Ryonet's planning, work orders and assemblies for products it manufactures take place in NetSuite, resulting in an **automated supply chain and complete visibility into the production process**. An upgrade to SuiteCommerce Advanced in 2015 helped the company shift its focus to a fast-growing online business and an omnichannel powerhouse.

HYBRID MODEL WORKING WONDERS

With NetSuite powering a hybrid inventory and distribution model that enables the shipment of products within 1-2 days to nearly any U.S. location, Ryonet has seen **revenue grow 35 percent year-over-year** since it first implemented NetSuite in 2011.

CONTENT AND COMMERCE

After combining two online sites into one, screenprinting.com, Ryonet has seen its **conversion rates and sales increase**.

The site provides a host of functionality to support online B2B commerce, including:

- account management
- a membership rebate program
- one-click ordering
- vendor marketplace
- subscription set up and management

To help them drive business efficiencies and revenue, as well as deliver great user experiences. In addition, a wealth of content is also available to help provide education about their products and the screen printing world.



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