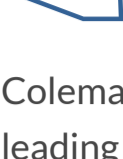
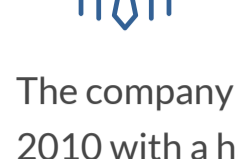




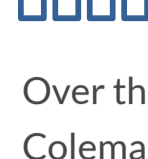
AN ADVENTUROUS NEW VENTURE: HOW NETSUITE HELPED COLEMAN POWERSPORTS REV UP THEIR GROWTH



Coleman Powersports is a leading wholesale supplier of outdoor recreational vehicles based in Tempe, Arizona.



The company started in 2010 with a handful of employees and a simple accounting solution.



Over the next decade, Coleman experienced incredible growth as big brand retailers started picking up their products.

When the COVID-19 pandemic hit and more Americans turned to outdoor recreation closer to home, the demand for Coleman vehicles reached a new high. In addition, the company expanded its production facilities to include a factory in Minnesota, creating the need for a consolidated system that could accommodate accounting, as well as assembly.



EXPLORING OTHER TERRAINS:

A GROWING BUSINESS REQUIRES A STRONG SYSTEM

As Coleman Powersports expanded from a single location with a small team to a national operation with global supplies, the company quickly outgrew QuickBooks as its accounting software solution.



In early 2015, Eide Bailly helped the company evaluate different system options and the decision was made to switch to NetSuite.

Working in close collaboration with Eide Bailly's implementation team, all company data was seamlessly integrated into the new cloud platform.

As their business expanded and became more complex, involving **international supply chains, multiple locations, a large network of retailers, and a new service department**, Coleman recognized the need to include additional NetSuite features.



EIDE BAILLY AND NETSUITE SWEEP THE COMPETITION



The company leadership was looking to leverage NetSuite to consolidate business operations and help their existing team become more efficient, without adding to the headcount. Eide Bailly's consultants helped the team utilize more features, including **advanced warehouse management, payroll,** and more. Eide Bailly also helped Coleman integrate their warehouse with RF-Smart and NetSuite's Work Orders and Assembly Module.

Coleman found NetSuite's native integration with RF-Smart to pick, pack, and ship to be perfectly suited for their warehousing operation. As the company's selection of vehicles and configurations grows, the automated system helps generate insights into assembly builds. As a result, managers now have a clear view of the entire supply chain, which helps facilitate accurate stock planning to fulfill purchase orders.

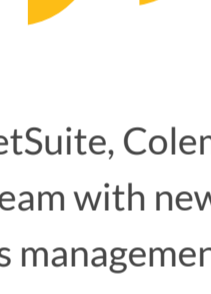


During disruptive global events, NetSuite helps provide transparency into costs as freight and tariffs fluctuate.



"Last year, we've been so busy that it's bordering on overwhelming, and our ability to automate and streamline has been critical to our success. Without NetSuite and Eide Bailly we would have been unable to grow that much and that fast."

- Chris Hunter, CFO



Due to the highly scalable nature of NetSuite, Coleman Powersports can seamlessly grow its team with new user licenses. Designed to be secure, NetSuite allows management to adjust user permissions to help employees focus on the tasks and data that are most relevant to their duties. Integrating all aspects of the business, from the service department to the shop floor, has helped create a more transparent and efficient organization.

A DRIVEN SYSTEM PROVIDES WINNING RESULTS

With NetSuite's impactful manufacturing features and Eide Bailly's guidance and customizations, Coleman is now in a position to realize its growth ambitions and accurately respond to the new market demand for its products.



The implementation helps minimize the risk of human error and custom searches and alerts help the team address any issues before they become critical.



Now, less time is spent tracking down shipments, and more time is spent fulfilling orders.



It seems like every week or two I find a new thing where I say, 'Oh, I wish I had been doing this for the last two years.' I feel like I'm euphorically having these little moments of euphoria. What used to take me 15 minutes to figure out, is now right there.

- Chris Hunter, CFO



NetSuite is a complete solution - from financials to warehouse management and customer interactions - it's nice to be able to link these things together.

- Ron Lackey, VPO



Coleman Powersports' products are sold all over the US, and NetSuite has empowered the company to expand and manage its national network of service vendors. Third-party vendors can access their own portals for **parts, invoices,** and more to help keep track of the service process. For customers, the NetSuite engine allows for dynamic updates on the work being done.



QUICK STATS



RESULTS



Improved inventory management



Streamlined supply chain



Increased operational efficiency



Integrated data insights



Automated workflows



Reduction of human error



With NetSuite's scalable, cloud-based solution and Eide Bailly's expert implementation consulting, Coleman Powersports has optimized their operations and streamlined their data management for better insights and decision-making.