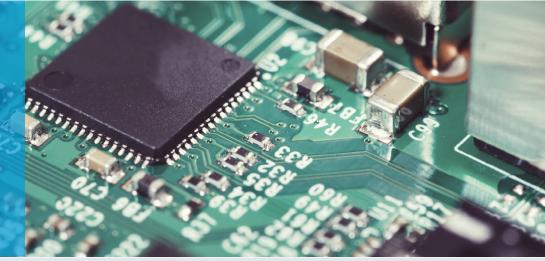# NETSUITE

Akustica Gains a Foundation for Growth and Continuous Improvement

"As we grow, we now have an infrastructure that could enable us to keep up and to ensure ongoing improvements necessary to drive future expansion."

**—Bryan Bishop
Director of Supply Chain, Akustica**

AKUSTICA

Company at a Glance:

Location:
Pittsburgh, PA

URL:
www.akustica.com

DELL Boomi

Partner Name:
Dell Boomi

Location:
Berwyn, PA

Akustica, Inc., a wholly owned subsidiary of the Bosch Group, is a leading manufacturer of silicon microphones that improve voice-input quality in smartphones, tablets, and other mobile consumer devices.

Challenge

Akustica needed visibility and control over inventory and processes that spanned in-house and third-party factories and warehouses in the United States, Europe, and Asia.

Solution

The company uses NetSuite to manage its supply chain and financial operations. Dell Boomi AtomSphere integrates partner data into NetSuite and automates a variety of NetSuite transactions, including POs, inventory transfers, assembly builds and sales orders.

Results

Real-time data integration has improved performance of and visibility into a geographically diverse supply chain. Greater accuracy ensures auditability. Analyzing real-time data from across the supply chain means the company can continuously improve processes and position itself for growth.

Dell Boomi and NetSuite Provide an Infrastructure that Enables Akustica to Continuously Grow and Improve

How does a manufacturer who employs in-house and third-party factories and warehouses across the United States, Europe and Asia stay on top of inventory, builds, shipments, and orders?

In its early years, Akustica attempted to address this challenge using a standalone ERP that didn't integrate with partners. The company received periodic "snapshot" reports from partners and manually synced them with its internal ERP. This process led to inconsistencies that could take months to reconcile.

> "Because we now have accurate, real-time data, we've been able to greatly reduce the number of physical inventories we have to perform. We can now schedule inventories every six months to a year and our process is still very auditable."
>
> **—Bryan Bishop**
> **Director of Supply Chain, Akustica**

As Akustica's sales skyrocketed it wanted to integrate and streamline its infrastructure to better support growth and enable continuous operational improvement. That meant finding a solution that would deliver real-time visibility into end-to-end sourcing, production, distribution and fulfillment processes. The company also wanted to automate the process of using data from partner factories and warehouses to create ERP transactions, such as POs, inventory transfers, assembly builds and sales orders.

Integrating Data and Automating Transactions

In 2014, Akustica selected NetSuite Manufacturers Mid-Market Edition. "Of all the options, NetSuite addressed our challenges most efficiently," explained Bryan Bishop, Director of Supply Chain, Akustica. "It could manage our supply chain operations out-of-the-box with simple configuration, rather than requiring additional modules or extensive custom programming."

Next, the company tackled the challenge of bringing data from the factories into NetSuite and creating transactions. "Dell Boomi AtomSphere was the only solution that met both of these demands," said Bishop. "When Dell Boomi does its magic, it looks like a person logged into NetSuite and, say, created a work order. A bonus is that the combined solution is less than half the cost of alternatives."

Greater Accuracy and Visibility Drives Continuous Improvement and Growth

Today, NetSuite and Dell Boomi give Akustica the robust infrastructure necessary to manage its end-to-end sourcing, production, distribution and fulfillment processes for its microphones across in-house and third-party factories worldwide. Akustica now has visibility, control and automation that wasn't possible in its previous environment.

Akustica has significantly enhanced visibility across its geographically-diverse supply chain while minimizing headcount. Without having to hire additional data entry clerks, the company now transfers data in real time from its factories to NetSuite where it can instantly determine the status of inventory, production and distribution processes. Before working with NetSuite, Bishop recalled, "We had 'blind steps' where we knew inventory was in the outside facility but we didn't know where exactly it was."

Accuracy is much greater, as well. "The only way to be 100 percent sure that inventory in our factories in Asia matches that on our books is to do a physical inventory," said Bishop. "But because we now have accurate, real-time data we've greatly reduced the number of physical inventories we have to perform. We can now do them every six months to a year and our process is still very auditable."

In addition to managing financial processes, the system integrates production and engineering data from its partner factories. "Our engineering and product analysis groups now have the data they need to ask questions about manufacturing processes and find gaps that we can fill," said Bishop. "As a result, we now have an infrastructure that enables us to perform the ongoing improvements that will drive future growth."

In recognition of its innovations and improved supply chain efficiency, Akustica has been named to the 2015 list of 100 Great Supply Chain Projects by Supply & Demand Chain Executive Magazine, a top publication for supply chain management.