

**WAERlinx for NetSuite
Case Study – Cox & Cox**





Online Retailer Cox & Cox Chooses NetSuite with WAERlinx WMS to Support Their Business, Now and into the Future

Launched in 2001, Cox & Cox (www.coxandcox.co.uk) is a unique collection of practical yet beautiful homeware products, unavailable in traditional catalogues.

The eclectic mix of old and new makes the site a go-to for independent-minded home owners and interior designers alike, and the company has a strong and ever-growing loyal customer base.

The Detail

Having enjoyed steady growth, the company needed to start streamlining its operations and improve efficiency, with the installation of an ERP and warehouse management solution.

Cox & Cox needed a system that was able to scale to its current size and have the capacity to grow as the company expands.

They quickly settled on a shortlist of two ERP systems: NetSuite and MS Dynamics. NetSuite introduced them to WAERlinx as the most suitable solution for the warehouse.

WAERlinx' flexibility and scalability are its biggest assets, and it was these two elements that clinched it for Cox & Cox.

Aynsley Peet, E-Commerce Manager at Cox & Cox, said:

“We really liked WAERlinx’ flexibility and scalability. The team at WAER gave us a number of demos, we talked to several existing customers and the support so far has been fantastic. We are really excited about starting this new project with NetSuite and WAERlinx.”