

# The Sky's the Limit for Blunt Umbrellas

## Customer Case Study

### ✔ Fusion5, Zone & Co and NetSuite provide the perfect growth platform for the world's most revolutionary umbrella brand

Combining 'superior engineering' with 'beautiful design', Blunt Umbrellas' patented technology delivers some of the most radical (and necessary) updates to the umbrella since its inception, circa 1928.

Formed in England in 2006 before relocating to New Zealand, the business now boasts a physical presence in four countries (Australia, New Zealand, UK and USA) and serves a global audience via its e-commerce website and network of distributors and vendors in over 20 countries.

### ✔ Driving Growth & Pushing Boundaries: The need for NetSuite

Operating from New Zealand, initially as a single company selling to distributors around the world, Blunt implemented Xero to manage its financial and inventory processes.

As the business continued to grow, developing its own direct B2C e-Commerce site while also expanding its physical presence to include a subsidiary in Australia, Blunt required a much more comprehensive financial management system that could also handle their increasingly complex inventory and order processing requirements.

## BLUNT

### ✔ The Challenge

- Rapid growth & increased sales
- International expansion & foreign currency management
- Increasingly complex inventory & production requirements
- Omni-channel sales & distribution model
- Multi-bank and PSP integrations & Reconciliations

### Previous ERP System:

- Xero

### Fusion5 + Zone & Co Solution

- NetSuite OneWorld
- Multiple subsidiaries
- ZoneReconcile
- Shopify e-Commerce

### Stats

- Presence in four countries
- Shopify Payments reconciliation integrated and automated
- 20+ bank accounts and PSPs reconciled automatically (including Afterpay, PayPal and Amazon Pay).

*"I can't get over how easy it is to add and map new bank accounts. Each time we expand into a new territory, there is a lot of admin - not least setting up a bank account. With ZoneReconcile, the process is so straightforward that we can manage it easily in-house, and everything just works within the new subsidiary. It's a real game changer to not even have to think about this as we grow."*

**Kate Callender, CFO**  
Blunt Umbrellas

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Combining comprehensive stock, order management and e-Commerce integration capabilities with unrivaled global accounting and consolidation functionality, NetSuite OneWorld was the obvious solution for Blunt Umbrellas. And, with a proven track-record of supporting some of the most disruptive and fastest growing brands in the APAC region, Fusion5 provided the ideal partner for the business to drive the next stage of its growth.

Since implementing NetSuite with Fusion5, Blunt Umbrellas has gone on to sell into various new territories, increase online sales globally, and open additional subsidiaries in the UK and North America.

*"A huge advantage for us is that ZoneReconcile allows our Shopify orders to be reconciled automatically, saving us manually reconciling thousands of transactions every month."*

**Kate Callender, CFO**  
Blunt Umbrellas

### ✔ International & Omni-channel: The need for ZoneReconcile

Operating in more countries and channels generally led to more sales for Blunt. It also led to more transactions to reconcile as well as additional complexities in how these were processed and accounted for, including multiple bank accounts, payment gateways (PSPs), and foreign currency management.

Applying the same attention to detail to their financial management as their product design, the team at Blunt understood the need to have visibility of all transactions to line-level detail visible within NetSuite.

As part of the initial system selection, the company made it clear to Fusion5 that automated bank and PSP reconciliation was a 'must.' Fusion5 had no hesitation in recommending ZoneReconcile.

### ✔ Kate Callender, CFO at Blunt Umbrellas explains:

*"We manage thousands and thousands of transactions every month, from various countries across multiple channels. This means that we are dealing, not only with a high volume of transactions, but complex ones which include foreign currency, revaluations, adjustments, and processing fees.*

*Without ZoneReconcile, the two options would be for us to either manage everything manually, which would require a disproportionately high number of staff, or to do what many growing businesses do and sacrifice the level of detail we achieve by just importing summarized totals.*

*Neither option was acceptable for us, so we're delighted that Fusion5 introduced Zone & Co.*

*I would recommend ZoneReconcile to any NetSuite user. I can't see how you can run NetSuite effectively without it and I certainly cannot see any situation where we do not use the tool."*