



TACTICAL MEDICAL SOLUTIONS
**LEVERAGES CUSTOM ITEM
OPTIONS IN WEBSTORE**

Tactical Medical Solutions Inc. develops, supplies, and manufactures innovative tactical and medical equipment. It is one of the largest suppliers of top quality trauma kits and medical gear for military, law enforcement, first responders, and outdoor enthusiasts.

Challenge

Tactical Medical Solutions, a fast-growing company, wanted to switch its business to NetSuite. Their existing platform struggled to maintain inventory and had a limited item structure for their webstore on the product detail page and search page.

NetScore provided a flexible solution for the existing item structure by creating KIT items and by adding original inventory items as options to the KIT components/custom sub list.

Solution

NetScore provided a flexible solution for the existing item structure by creating KIT items and by adding original inventory items as options to the KIT components/custom sub list. Most of the items viewed on the webstore were created as KIT items and added to their respective categories. These KITs were developed for carrying inventory items as options, and allowing users to purchase only the matrix combination of KIT item options but not the entire KIT item. The above setup made it easy to maintain the item structure.

NetScore also provided better search results for the created item structure. Any search key value of KIT or its option resulted in a perfect match of the chosen item.

Benefits

Improved Inventory Management

With the help of NetSuite, it became easy to manage inventory and maintain orders from the webstore in one place.

Improved Customer Engagement

NetScore's e-commerce implementation for NetSuite allows customers to see real-time information about the items on the webstore improving customer engagement.

Easily Configurable

The very flexible item structure in NetSuite offers the ability to efficiently update item options or create a new KIT item based on requirements.

TACTICAL MEDICAL SOLUTIONS

Customer

Tactical Medical Solutions
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Industry: Medical Kits

Project Type: E-commerce