

ORACLE NETSUITE · ONEWORLD

Emser Tile

Designing spaces that prioritize health and wellness

How Velaura helped America's leading tile and natural stone company gain real-time global inventory visibility and build a smarter, more responsive supply chain on NetSuite OneWorld.



CLIENT	Emser Tile
INDUSTRY	Tile & Natural Stone
HEADQUARTERS	Los Angeles, California
PLATFORM	Oracle NetSuite OneWorld
FOCUS	Warehouse & Supply Chain
WEBSITE	emser.com

300+

Hours delivered back to the business

100%

Customer satisfaction

99%

Success rate of completion

THE CLIENT

About Emser Tile

Emser Tile is America's leading designer, marketer, and producer of world-class tile and natural stone. Headquartered in Los Angeles, California, the company is one of the most complete sources for interior and exterior decorative materials, spanning ceramics, metal, glass, quarry, and natural stone, along with custom-made products.

Backed by an unmatched commitment to customer service and one of the most diverse product ranges in the industry, Emser serves designers, builders, and homeowners across the country. As demand for its products grew, so did the complexity of moving them, which is where the company set out to modernize its supply chain.

THE CHALLENGE

A supply chain under pressure

Emser Tile set out to strengthen its warehouse management and build a more flexible, responsive supply chain, one that could keep pace with rising demand while remaining cost-effective. The company wanted to modernize on NetSuite OneWorld, add advanced supply chain capabilities, and apply modern warehousing and transportation practices across a global operation. Several obstacles stood in the way:

- ◆ **Limited inventory visibility.** The business lacked a single, real-time view of stock across its global network, making it hard to track inventory levels, demand trends, and production schedules.
- ◆ **Inefficient warehouse operations.** Manual, labor-intensive processes slowed order fulfillment and dragged on overall operational effectiveness.
- ◆ **Rising delivery demands.** The company needed to improve delivery times, control transportation costs, and optimize route planning to meet growing customer expectations.

The objective was clear: give Emser Tile one identical, real-time perspective of its supply chain worldwide, so the team could track inventory, anticipate demand, and plan production with confidence.

THE SOLUTION

A connected supply chain on NetSuite OneWorld

Emser Tile partnered with Velaura, a specialist in Oracle NetSuite solutions, to design and implement advanced warehousing and shipping capabilities within its NetSuite OneWorld environment. Velaura delivered:

- ◆ **Real-time global inventory.** Advanced warehousing capabilities enabled real-time monitoring of stock across Emser's global network, improving inventory management and reducing the likelihood of shortages.
- ◆ **Optimized warehouse operations.** Improvements to picking processes and warehouse layout raised productivity and lowered operational costs.
- ◆ **Advanced transportation management.** The NetSuite advanced transportation module let Emser monitor and optimize its shipping routes, reducing transportation lead times and minimizing cost while improving its ability to meet customer supply demands.

The result was a connected, data-driven supply chain: one platform giving Emser Tile a consistent, real-time view of operations from the warehouse floor to the final delivery.

THE RESULTS

Measurable impact across the operation

- ◆ **Hundreds of hours returned to the business** by automating and streamlining manual warehouse work.
- ◆ **Real-time visibility** into inventory, demand trends, and production schedules across the global network.
- ◆ **Faster, lower-cost fulfillment** through optimized picking, warehouse layout, and shipping routes.
- ◆ **A more responsive supply chain** able to meet rising demand economically, with a high completion success rate and strong customer satisfaction.

TECHNOLOGY DELIVERED

What we put to work

NetSuite OneWorld

A single, real-time view of global operations across subsidiaries, currencies, and locations.

Warehouse Management

Optimized picking and warehouse layout that raised productivity and stock accuracy.

Advanced Supply Chain

Visibility into inventory, demand trends, and production schedules to reduce shortages.

Advanced Transportation

Route optimization that cut transportation lead times and minimized delivery cost.

