



CASE STUDY

RubberForm Consolidates Five Systems into One with NetSuite & GSI



As a leading U.S.-based manufacturer and marketer of innovative safety and risk mitigation solutions, RubberForm Recycled Products, LLC, makes the parking lot, construction site, municipal traffic and industrial plant safety products that help make the world a safer place.

Founded in 2006 by Bill Robbins (current president), RubberForm was an early pioneer of the “green” movement. The company uses primarily recycled rubber and plastics to make its products, offering durable and eco-friendly alternatives to traditional materials.

RubberForm’s long-time commitment to sustainability includes contributing to LEED certification and actively participating in transforming how buildings and communities are designed and operated—all while providing long-lasting products that resist environmental damage.

There has to be an Easier Way

Today, RubberForm offers an expansive catalogue of high-value, niche products that are all made from recycled materials, including rubber, plastic and thermoplastic. “We’re always looking for innovative ways to reuse materials,” says Jeff Robbins, director of operations. “If there’s an abundance of recycled materials that can’t be used for anything, we work hard to find ways to use it.”

RubberForm is in growth mode, having grown to 30 employees (from an original 10-15) and just recently started a new production line that’s beginning to attract some larger customers. When Robbins joined the company in 2019, it was using five different types of software to run its operations, including Act! for customer relationship management (CRM), QuoteWerks for project quoting and Fishbowl for inventory management.



COMPANY SNAPSHOT

Company: RubberForm

Location: Lockport, NY

About the Company:

RubberForm Recycled Products, LLC is a top U.S. manufacturer specializing in safety solutions across multiple industries like parking lots, construction sites, municipal traffic, and industrial plants. They prioritize sustainability by crafting their solutions from recycled rubber and plastics, offering durable and eco-friendly alternatives. Committed to sustainability, they contribute to LEED certification and advocate for eco-conscious building and community practices while ensuring their products withstand environmental pressures.

Points of Contact: Jeff Robbins,
Bill Robbins

GSI Consultants: Emerald Morgan
Solution: NetSuite Support



“GSI helped us get back on track, problem solve, get to the basis of an issue quickly and solve it.”

Bill Robbins
President of RubberForm

The data from those disparate systems all fed into QuickBooks, the company’s basic accounting program. “Everything was loosely stitched across five different software platforms that crashed all the time,” says Robbins. Getting accurate inventory counts and product pricing was also difficult. For example, if one cost increased that data had to be manually updated in multiple different systems.

It was a process, and with certain softwares, you were only able to have one to five people allowed in that software at any given time. So, if I’m the one responsible for updating these prices or updating these codes or adding them, and we were rushing to do it, I would have to wait for these folks to log out.

“We obviously managed, but the whole ‘birth of an order to invoicing’ required a lot of manual processes, checking and duplication,” says Robbins. “We got to the point where we said, ‘Okay, there has to be an easier way to do this.’”

The Gold Standard

RubberForm needed a single, unified enterprise resource planning (ERP) platform that would consolidate all of its data in one place, eliminate manual data entry (and, reentry) and give all team members a single source of truth to work from. The company also wanted CRM capabilities in its ERP, and looked at options like the engineering-focused IDS platform before selecting NetSuite.

“We selected NetSuite because it was the gold standard for our type of company,” Robbins says. “We liked the fact that NetSuite was cloud-based and accessible from anywhere. That was amazing, and definitely a big selling point for us.”

Initially, RubberForm selected NetSuite both as its software provider and implementation partner. It then moved to working with a consulting firm, but that didn’t work out either. After learning about GSI, Inc.’s Cloud Genius Advisors, which offers a full scope of services-coaching, consulting and customized solutions for the cloud, RubberForm decided that the GSI team would be the ones to take its ERP implementation to the finish line.

“We finally found someone we could trust when ‘speaking the language’ as far as terminology and business in the U.S. and how we do things here,” says Robbins. “GSI helped us get back on track, problem solve, get to the basis of an issue quickly and solve it.”



For example, RubberForm had to get all of its SKUs into the ERP even though not all of those products are actually warehoused and stocked. Some are immediately used in final products and then shipped out the door. Because of this, determining which items were for inventory, assembly, and so forth took some time and effort.

“GSI was able to work that out for us,” says Robbins. “We previously ran into myriad issues with this, but now all of those SKUs are corrected and properly accounted for.”

Benefits of a Reliable Partner

Every company operates differently and no ERP implementation is the same. This is something that Robbins has come to understand after working with GSI to successfully complete his company’s NetSuite implementation.

“Having a company like GSI in your corner definitely helps match your process with exactly how you want things to look—and be handled—in your new ERP,” he says.

RubberForm is now exploring additional NetSuite functionalities while also automating more of its accounting processes. Robbins envisions a NetSuite-Bill.com integration in the near future, and hopes that move will help streamline the billing process and resolve some existing inventory variances. He’d also like to use the ERP to improve costing accuracy.

“Right now we’re using Excel spreadsheets because that’s where everything starts if we’re implementing new products or updating data. It all goes to Excel first just because NetSuite needs the data to calculate costs,” says Robbins. “Going forward, we also still have a lot to do in NetSuite, including reorder points for products that need to be updated.”

GSI, Inc.

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