

Heartfelt Creations Enjoys All-In-One Solution Thanks to TaxJar Plus Integration With SuiteTax for NetSuite



Who is Heartfelt Creations

Sometimes, the best companies start with a great idea over dinner or in a garage as a hobby. Arts and crafts company **Heartfelt Creations** is no different, beginning in 1997 initially as a stamping company in the dining room of founder and CEO Linda Bontrager's Indiana home. As her love for stamping and scrapbooking grew, so did the business, eventually moving to 24,000 square feet of manufacturing and office space.



www.heartfeltcreations.us

The Challenge

With massive growth comes new challenges and a potential for technology complications. **Heartfelt Creations'** sales grew and so did their need to effectively manage inventory, sales tax, and orders in one software offering. Their systems at the time weren't able to talk to one another nor scale the way they needed them to, so they turned to NetSuite as their all-in-one ERP solution.

“Initially, inventory was the driving factor to begin looking for **an ERP that could handle inventory well and continue to scale**,” Richard Beechy, Heartfelt Creations COO said.

About the same time they began looking for a new ERP system, the landmark Wayfair vs. South Dakota case passed legislation that gave states the right to set their own economic nexus laws, creating new sales tax responsibilities in states where Heartfelt Creations previously had none.

After realizing they would be filing in 20+ states, they sought a sales tax solution that would integrate directly with NetSuite in order to keep everything in one place.



Richard Beechy
Heartfelt Creations COO



“When we needed to get sales tax compliant, we started the search **to find a partner and were excited to learn that TaxJar Plus had an integration with NetSuite’s SuiteTax.** We didn’t want to go with a legacy system and have to redo the process all over again, so TaxJar Plus’s SuiteTax integration was a huge draw for us. We could have it ready to go simultaneously when we went live with NetSuite,” Beechy said.

The Solution

Thus began the new relationship between TaxJar Plus and **Heartfelt Creations**. As one of the earliest users of TaxJar Plus’s NetSuite integration, Beechy worked directly with and communicated frequently with the TaxJar Plus team during the implementation.

“We really enjoyed working with the TaxJar Plus team throughout the onboarding process as we integrated over to NetSuite. I was afraid I was emailing them too often, but the communication with the team has been incredible,” Beechy added.

To help customers get up and running as quickly and smoothly as possible, TaxJar Plus works directly with NetSuite to ensure the onboarding and integration with SuiteTax is a seamless process.

Beechy said, “Because SuiteTax was new, we discovered a few things no one had thought about that needed tweaking. The TaxJar Plus team went above and beyond to fine-tune everything for us.”

The Results

He believes the biggest benefit to using TaxJar Plus is having the accuracy down to the penny between his sales tax calculations on the Magento platform and with SuiteTax. In the event they ever face an audit, Heartfelt Creations is happy their calculations are congruent between systems if that day ever comes.

“To us, knowing we have a solution that enables us to be compliant in 23 states and generate accurate sales tax calculations is worth the price for ease and peace of mind,” Beechy said.

Now, they are up and running with both NetSuite and SuiteTax and enjoying the benefits of an all-in-one, cloud-based ERP solution they can run behind the scenes. As a result, they can refocus on their arts and crafts business.



We had to overhaul our technology stack and put infrastructure in place to support our rapid expansion. It took a while to get the system off the ground, with lots of testing and configurations. But now, **we’re back to focusing on new growth for our business** rather than implementing all new software programs,” Beechy explained.

Today, the TaxJar Plus SuiteTax integration is plug and play for NetSuite users, in large part thanks to Heartfelt Creations and TaxJar Plus’s early synergy making sure the solution was designed to fit the needs of complex and growing eCommerce businesses.

To learn more about how TaxJar Plus for NetSuite works, contact sales at 855-800-6681.

Mention “TaxJar loves NetSuite”, and your next 25 state filings are on us! *

*Customers will receive 25 free AutoFile credits when filing their state returns. Customers must be new to TaxJar Plus, and using SuiteTax with the NetSuite integration. Offer expires on December 31, 2019. Contract must be signed prior to offer expiration.