

Boosted Case Study

Distributor of Light Electric Overhaul its Back Office



Employees: 200
Industry: Electric Skateboard & Scooter Manufacturer
Head Office: San Rafael, CA
Website: boostedusa.com

The Client ▼

Boosted is a California-based manufacturer of electric skateboards and scooters. It was founded in 2012 and gained popularity through a Kickstarter campaign. Boosted produced a range of electric skateboards, including the Dual+, Dual, and Single models. They introduced a second-generation board in 2016 with features like a swappable battery, water-resistance, and modular design. Boosted products were recognizable by their orange or black wheels and the orange "Boosted" logo on the deck.

The "Tesla of Electric Skateboards" Turned to NetSuite & CEBA to Support its Growth

What do you get when you bring together a group of innovative minds, a world that needs more eco-friendly modes of transportation, and advanced technology tools under one umbrella? For Boosted Boards, those elements fused to form a company that, in its prime, was seen as the "Tesla of electric skateboards or 'e-skates.'"

Born in 2011, Boosted Boards was an ultra-light electric vehicle company founded by three Stanford mechanical engineering students who wanted to use what they were learning in school to develop a skateboard equipped with short-distance mobility for local usage.

"Whenever the executive team wanted a picture of where the company stood, it would get a different answer every time." -

Rachel Berg VP of Business and Service Operations.

The Need for Change ▼

With no single source of truth, tracking the company's operations across 34 different countries was nearly impossible. *"Whenever the executive team wanted a picture of where the company stood, it would get a different answer every time,"* said Berg. *"Running the business without having a source of truth—or any reliable source of truth, for that matter—was extremely difficult."*



"Boosted wound up earning an amazing reputation as being a very well-engineered product," said Rachel Berg, former VP of Business and Service Operations for the firm. "They built the e-skate class and were the leaders in it. They made one of the first of a family of really great products that created a very passionate following of skaters."

At its peak during the summer of 2019, Boosted Boards had about 140 employees. Around that time, it began shipping what Berg calls a "really awesome, top-of-the-line" scooter that was nothing like the other scooters being used in various rental marketplaces. "These were incredible riding machines that allowed people to commute short distances or put their scooter on a train and take it into San Francisco, then be able to scoot from the train to work or home," said Berg. "Boosted Boards' skateboards and scooters are both very popular in cities like New York City, San Francisco, and Los Angeles."

No Single Source of Truth



When Berg joined the company in 2018, it had just secured its Series B investment and was planning to scale up quickly, both in terms of revenue and number of units sold. Up until that point, Boosted Boards was using a number of different applications to run its business, including QuickBooks, Zendesk, Google Sheets, and NetSuite (for financials only).

Ready to scale up, Boosted Boards' executive team knew it needed a more unified, centralized platform to work with. After meeting with CEBA Solutions, the company realized that one of its existing technology platforms—NetSuite Cloud ERP—would be the right match for its growing operations. "We looked at several options," said Berg, "and ultimately decided to expand our NetSuite footprint."

"Working with Boosted Boards, CEBA consultants came up with an implementation plan that included numerous, direct integrations into NetSuite from third-party applications.

"He was so well-versed in NetSuite and really knew how to get things done," said Berg.

"We started in February and launched in mid-June, which is a very short implementation timeframe for a firm that was doing as broad of an implementation of the process footprint as we were."

A Challenging Inventory Mix

With about 75% of its business coming directly from consumers, Boosted Boards needed a streamlined way for those customers to place orders via its Shopify e-commerce system. CEBA fulfilled this need by developing an integration between the two platforms. And because its order manager needed to know when to release product to which warehouses, Boosted Boards also needed an interface between NetSuite and its two different third-party logistics providers (3PLs). “The CEBA team had to devise an appropriate interface for those two different interfaces for the order to flow through,” said Berg. That information had to then flow back from the 3PLs, allowing Boosted Boards to capture the tracking and shipping information, and be able to tell if orders were being shipped out on time.

With a complex inventory setup, Boosted Boards also needed a good way to manage that aspect of its business. For example, it procured many of the parts used in its product via a “consigned material” arrangement, whereby Boosted Boards maintained the supplier relationship, bought the materials, and then had them delivered to the contract manufacturer (which, in turn, built the e-boards and scooters).

After taking ownership of the final product, Boosted Boards would ship the goods to various warehouse locations worldwide. “It was a fairly sophisticated supply chain scenario,” said Berg, “that required a special inventory management approach built out by CEBA and then driven through NetSuite.”

360-Degree Views

Because it was making vehicles for consumer use, Boosted Boards also had complex management, warranty, and maintenance needs. “We added the whole process of keeping track of service and warranties right to NetSuite,” said Berg. “As a result, we had a very accurate picture of our service repair needs, what was or wasn’t under warranty, and what our service costs were. We capture the history of the customer’s interaction right in NetSuite.”

By factoring in Boosted Boards’ supply chain, service, order flow, inventory management, and accounting needs into the

implementation process, CEBA was able to deliver a complete solution that met or exceeded the manufacturer’s expectations. Not only did the company gain a single source of truth for all of its business data, but it also now had a 360°-view of its customers—from the initial order right through to shipping, warranty, service, and repairs. CEBA also built an installed base that Boosted Boards used to track all of its components by serial number. “Because we were building vehicles, we wanted it to have that level of control over our quality,” said Berg. “That allowed us to retain the entire history of everything that we were building.”

By expanding its use of NetSuite, Boosted Boards also gained high levels of financial visibility; the ability to track orders and returns automatically; custom reports (built by CEBA); and support for its drop-shipping operations. And even though Boosted Boards shut its doors in 2019 after not being able to secure a Series C investment round, Berg said the company’s 8-year-run helped set the stage for more innovation in the electric, personalized vehicle sector in the future.