

eBizNET / Epicuren Discovery

NetSuite ERP/CRM Combined with eBizNET Warehouse Management System Helps Cosmetics Supplier Innovate with Best Practices

Company Name:
Epicuren Discovery

Industry:
Manufacturing/Wholesale
distribution of Super
Premium Skin-Care products

URL:
www.epicuren.com



Key Issues

- Epicuren's complex manufacturing model made manual tracking of lot controlled ingredients and components of cosmetics products extremely time-consuming
- Lack of automated inventory and warehouse management processes resulted in inefficient usage of storage space and low visibility of stock movement
- Limited visibility into sales-order pipeline hindered capacity planning and risked inventory shortages
- Lack of both remote access and integrated order processing delayed phoned or faxed order acceptances by up to two days
- Complex taxation rules meant that some orders could take up to an hour or more to be entered and confirmed manually, consuming precious administrative time and impacting customer satisfaction
- Manual warehouse picking risked shipping errors because many of the products use similar packaging

Solution Delivered

NetSuite cloud-based ERP/CRM along with partner eBizNET's Warehouse Management System (WMS) built on NetSuite's platform.

Business Value

- Epicuren has increased order shipments by 125% and doubled sales staff productivity through greatly improved inventory visibility
- Even with 1,700 active SKUs, the company was able to reduce required raw materials storage space by 33%
- Epicuren's new WMS has enabled radio frequency tracking of individual products for the first time
- The recent WMS implementation also motivated manufacturing and warehouse personnel to adopt standardized best practices in everything from ordering and put away processes to warehouse placement and pick routes
- The new warehouse management system eliminated the need for warehouse personnel to manually double-check all shipments
- Demand planning processes now work with real-time inventory data, whereas before it had to utilize two-week-old data
- Sales reps can now place orders remotely from customer sites and get immediate acceptance, compared with having to phone or fax orders in and then having to wait up to two days for order confirmation
- Epicuren used NetSuite to automate complex tax calculations in order to allow customers to log in and place their own orders online, saving substantial time for Epicuren and boosting customer goodwill
- Automated order processing will save hundreds of hours per month of administrative time over the previous method



 To find out more, contact NetSuite Inc. at 1-877 NETSUITE or visit www.netsuite.com.

Customer

Epicuren was started in 1982 with an innovative product line based on enzyme research carried out on behalf of severely scarred burn patients. Researchers found that the same enzyme technology could be applied to non-traumatized skin and yield remarkable results in day-to-day skin treatment.

Epicuren's sales reps spend their time calling on the high-end spas and retailers that make up the company's customer base. These spas and retailers are sophisticated and demanding. As a result, it is imperative that the sales process and the distribution process be as seamless and efficient as possible.

Business Challenge

As Epicuren's business grew, the need for improved manufacturing and inventory control processes became more apparent. Due to increased volume of components and an ever evolving product line, it needed to more efficiently control and track product movement throughout the complex manufacturing processes.

At the time, Epicuren was using inadequate business software, and no integrated CRM system for its business. Sales reps and customers would have to phone or fax in orders to headquarters – and did not have live access to inventory availability, customer financial information, or sales order status.

After an order was phoned or faxed in, depending on order volume, it could take up to two days for the home office to validate various taxes and stock levels before issuing an acceptance to the customer. Even worse, Epicuren couldn't see its inventory in real time as it took up to two weeks to manually compute inventory availability and required stock levels. So the company was constantly in danger of either running out of stock or over manufacturing.

Tracking of the individual component and ingredient lots throughout the product life cycle – receiving, putaway and pre-production staging of raw materials, then quality control, putaway, bin replenishment and fulfillment to customers of finished goods, was a monumental and extremely time consuming task without systematic direction and tracking.

The NetSuite-eBizNET Solution

The NetSuite-eBizNET Solution combines NetSuite's cloud-based, on-demand application suite with eBizNET's Warehouse Management System and best practices implementation methodology.

eBizNET, which is a global leader in SaaS based Supply Chain Execution systems, built a full featured WMS on the NetSuite platform in close collaboration with NetSuite's development group to ensure a seamless product experience. The combined Solution features integration and automation from order processing to shipping, and it delivers real-time, 360 degree transparency of all business processes. eBizNET's implementation methodology comprises a six-step process: business/process requirements gathering, system configuration, system walk-thru and refinement, super-user training, UAT, data loading and go-live support. By creating business processes based on real data interactions, the eBizNET method helps companies like Epicuren compel their users to be in compliance with best-practice processes.

“eBizNET gave us a detailed implementation methodology, and that helped us improve our standardized processes and best practices – something that's not easy when your company has become accustomed to doing things informally, and something we never had before the warehouse management system went into place.”

—Brian Douglas
Project Manager Epicuren

Benefits

The NetSuite-eBizNET Solution is helping Epicuren's supply chain catch up to its innovative product technology. The NetSuite-eBizNET implementation:

- **Helps Epicuren standardize on best practices** – The NetSuite-eBizNET Solution lets Epicuren take control of its complex manufacturing model. The Company moved to radio frequency (RF) scanning of product lot numbers so it could more efficiently track which lots went to which customers, hence improving product traceability. It also enabled the Company to commit to following best practices in work order fulfillment, order processing, put away processes, location optimization, pick route optimization, and reporting.
- **Facilitates real-time order processing** – Epicuren's customers are sophisticated and demanding, so they expect the highest level customer service. The NetSuite-eBizNET Solution delivers this by allowing sales reps to check on order status or write new orders while they are on-site at customer locations.
- **Improves inventory turns and visibility** – NetSuite's real-time, 360 degree visibility significantly improved Epicuren's inventory turns by 33% due to automation and implementation of live demand planning. This allowed Epicuren to reduce on-hand stock levels and expedited purchasing processes and resulted in a 25% reduction in stock-outs and a 10% improvement in order fill rates.

Business Value

The joint NetSuite-eBizNET Solution enables Epicuren to improve overall business performance while also boosting customer loyalty and satisfaction.

About eBizNET Solutions Inc.

eBizNET Solutions is a leading provider of SaaS Supply Chain Execution Solutions and has its presence in North America, Asia, and Europe. The Company offers an array of unique solutions as part of its robust and integrated eBizNET® – Supply Chain Suite. This Suite is a SaaS or On-Demand solution for supply chain communities and supports all trading partners in the ecosystem. eBizNET has a proven footprint across numerous verticals: Retail, 3PL, eCommerce, Wholesale Distribution, Manufacturing, Automotives, Food & Beverages and High Technology. The award winning eBizNET Supply Chain Suite brings affordable, best of breed, tier I functionality for warehousing and distribution, transportation, reverse logistics and container terminal management. eBizNET has been placed in the "Visionary Quadrant" in a global WMS vendor evaluation study undertaken by a leading industry analyst firm. Further, eBizNET has been selected as a 2012 CODiE awards finalist in the "Best SCM Solution" category. eBizNET is a cloud partner of NetSuite (NYSE: N) and SPS Commerce (NASDAQ: SPSC). To learn more about eBizNET, please visit www.ebizscm.com.

About Epicuren Discovery®

Epicuren Discovery® offers the finest quality, performance-based skin care products on the market. Since 1982, Epicuren Discovery's core is the unparalleled, age-fighting Metadermabolic Enzyme, which is integrated throughout the customizable product line. Epicuren Discovery's true passion is customer experience, environmental awareness, evolution, and wellness. Epicuren Discovery® is globally recognized and available through the finest spas, salons, medical facilities, and resorts. Discover ageless beauty at www.epicuren.com.

“ Before NetSuite, we were a super-premium brand with innovative products and marketing, but with a supply chain that just couldn't keep up with our ever increasing demand. NetSuite & eBizNET have brought us to the point where our supply chain execution complements our product and marketing arsenal and we can compete with anybody now – and that's just what we're doing. ”

—Brian Douglas
Project Manager Epicuren