



Case Study

How Jade Helped a 'Beauty and Skin Care' Company Streamline Operations with NetSuite and Improve Productivity by 25%

Client: The Hydrafacial Company

Industry: Beauty products and Skincare Industry

Case study Overview

This is a NetSuite case study featuring Hydrafacial (HF), a beauty and skincare product and services company. Hydrafacial had sights on expanding its global operations and optimizing its sales and marketing processes. Their objectives included propelling business growth, reducing operational costs, automating manual tasks, enhancing sales capabilities, and improving customer satisfaction through on-time product delivery. To achieve these goals, Jade Global implemented various NetSuite modules for Hydrafacial's German entity, such as Record to Report, Inventory, P2P, O2C and CRM. Additionally, Jade Global assisted Hydrafacial in integrating NetSuite with their eCommerce portal and 3PL system, enabling smooth shipping operations. The outcome of this collaboration was significant: Hydrafacial successfully decommissioned their legacy system, resolved major operational issues, streamlined their sales and other business processes, improved their on-time delivery KPI's and achieved accurate inventory valuation, thereby reducing safety stock levels.

About the client

Hydrafacial is a whole owned subsidiary of The Beauty Health Company (NASDAQ: SKIN), a global category-creating company delivering millions of skin health experiences every year that help consumers reinvent their relationship with their skin, bodies and self-confidence. Hydrafacial bridges medical and consumer retail to democratize and personalize skincare solutions for the masses.

Products & Services

- Hydrafacial has the most innovative and advanced hardware devices to boost and enhance skin glow.
- Hydrafacial devices use Vortex Fusion Technology to gently but thoroughly cleanse, extract, and hydrate the skin.
- The company also provides Boosters & Skincare serums to improve skin tone, glow, and protection against damage.
- They offer Lip and Eye Essentials as unique treatments for the face's most delicate areas.

Business Challenges

Hydrafacial Germany was using a customized CRM and faced various complexities, including:

- CRM and Customer creation governance were managed separately in different systems.
- Operations were overly complex due to disjointed and unintegrated systems. The warehouse 3PL System was operated separately and was not integrated with the Financials and Inventory.
- Finance and accounting were outsourced to an external accounting consultancy.
- The monthly fiscal close process was manual, complex, and time-consuming, taking weeks to complete.
- Bank Payments were processed in-house and relied on manual processes that were prone to errors.
- The user interface was not user-friendly, and self-service dashboards and reporting were overly complex.

Business Requirements

- Strong technology platform to help streamline their business processes.
- Enhanced dashboarding capabilities for the Sales team to drive business growth.
- Improve customer satisfaction by delivering the product on time.
- Eliminate and streamline the major operational issues related to the Order-to-Ship process.
- Automate all the manual work in the Finance, O2C and Bank integration related processes.
- Accurately evaluate inventory to reduce safety stock levels and operational costs.
- Decommission their legacy system.

NetSuite Case Study – Solutions Offered by Jade

Jade supported Hydracial as the NetSuite Implementation and Integration partner and delivered the following solutions:

- Implemented NetSuite Record to Report, Inventory, P2P, O2C and CRM.
- NetSuite Integrations using Celigo as Middleware
 - Integrated NetSuite with their eCommerce portal, eliminating duplicate entry and enabling a seamless order intake process.
 - NetSuite was integrated with the 3PL system, facilitating smooth shipping operations.
- Their legacy system, WeClapp, was decommissioned.

NetSuite Case Study -The Business Benefits

Hydracial experienced the following transformative benefits of seamless and efficient business operations with Jade's NetSuite implementation services.

- Implementing NetSuite and developing seamless integration between Hydracial Webshop, NetSuite and 3PL significantly has significantly improved Hydracial customer experience. This integration has eliminated several manual processes, increasing the efficiency and productivity of users by approximately 25% while also ensuring SOX compliance.
- The tight integration between NetSuite and 3PL, coupled with inventory visibility in NetSuite, has allowed Hydracial to make informed decisions on inventory purchases. As a result, they have been able to reduce their inventory stock levels by about 25% - 30%, leading to a significant increase in operational cash flow.
- By implementing NetSuite, Hydracial has enabled shared services for finance and procurement operations, resulting in a reduction in the need for 1-2 full-time equivalents (FTEs) with approximately \$120,000 in annual savings.
- The integration of NetSuite with the bank has eliminated the manual processing of reconciliation, saving 5-10 hours a week of uses time.
- Monthly fiscal closure now takes days instead of weeks.

Contact us to know more about our other services

