

'Twas a 'Suite' Walk Down the Beach

B E A C H H O U S E G R O U P



For a fashion & lifestyle retailer in a highly competitive space, the biggest challenge is to ensure order fulfilment across multiple nodes of delivery. In an environment when same day shipping or at the maximum 2 – 3 days of shipping is a mandatory consumer ask, e-tailors cannot afford to have a disconnected or “patchy” delivery process. On top of this, a large percentage of their sales comes through huge aggregator platforms like amazon who buy in bulk and have stringent delivery norms for meeting end consumer expectations. Not being able to meet delivery demands can result in large scale missed opportunities. The Beach House Group, a consumer products solutions company, was in a similar predicament not so long ago. Not only do they have multiple nodes of delivery but also multiple fashion & accessories brands under the same group label. This obviously increases the level of complexity a little bit more than single brand retailers.

In the case of The Beach House Group, their Order to Cash process had several instances of manual intervention which made the entire process cumbersome, prone to error & time consuming. The process began with a purchase agent receiving payment orders from aggregators which were then first manually updated in Netsuite, second used for creating shipment orders, manually in another system called Visible which was the third party logistics (3PL) partial integration. This system would then send a notification to Netsuite, the clouderp system that BHG was using & separately to the aggregator’s system. These notifications were then used to perform the needed action within Netsuite to generate an invoice which was then sent to aggregator for payment clearance. A long winding process which required to optimized not only to save on time but also on the cost of manhours to perform tasks which, with some thought, could be easily automated.

The Weak Links



There were multiple human touch points in the entire process and each order involved man hours to fulfil which increased the opex



There was considerable lead time in processing a purchase order and issuing a shipment which meant that the order fulfillment rates were low making it almost impossible to compete as per the market's demands



Invoices were generated and then updated in Netsuite by an agent, which was cumbersome and difficult to manage, missing out on even a tiny detail could lead an order fulfilment mishap which could lead to loss of credibility, loss of revenue & repeat business.



Having multiple manual processes also voided the purpose of NetSuite which is providing a completely automated clouderp solution. This meant that the company was not meeting the whole objective of using a clouderp solution – lowering total cost of ownership



Data Accuracy was also a challenge since a lot of the updates were being done manually and therefor there was no way of determining whether the insights were in fact pointing to the right conclusions



Because they did not have a system in place for capturing requirements for Order to Cash, there was no way to implement changes necessary for complete automation of the process



The errors in updating the records and the delay in fulfilment meant dissatisfied customers, and this was not helping sales volumes and was affecting revenue generation from sales.



A lack of proper planning for business requirements meant that did not know the exact changes and how they would need to be implemented to assure end-to-end process automation.

The Diagnosis



Through a series of Discovery sessions, Techcloudpro worked with the team at BHG to create a fully automated Order to Cash process leveraging the capabilities of the NetSuite Cloud ERP and Dell Boomi EDI Connectors



Implementing the Dell EDI Boomi Connector allowed the Order to Cash process to be completely automated by removing any manual tasks. This meant lower costs for the company



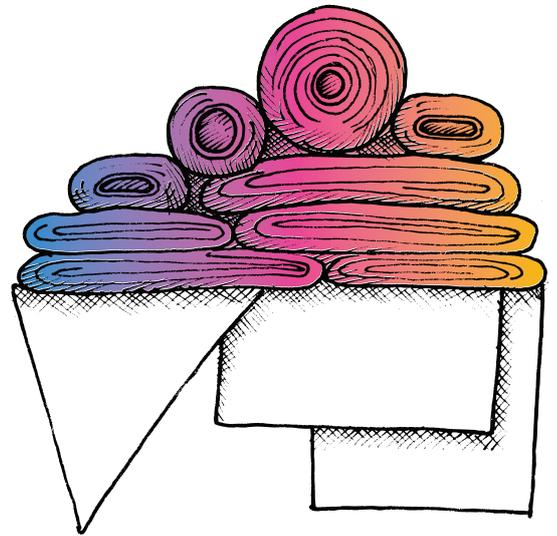
The lead time between processing of a purchase order and that of a shipment order was reduced considerably by the integration of Dell Boomi EDI Connector at each step of the business process

ERP

The power of NetSuite ERP was finally leveraged to the full extent, the inclusion of the Dell Boomi EDI connector making it easy to manage the entire process



The records would now be automatically updated in the ERP by the use of the Dell Boomi EDI connector. This meant there was no data mismatch or delay in fulfilment of orders.



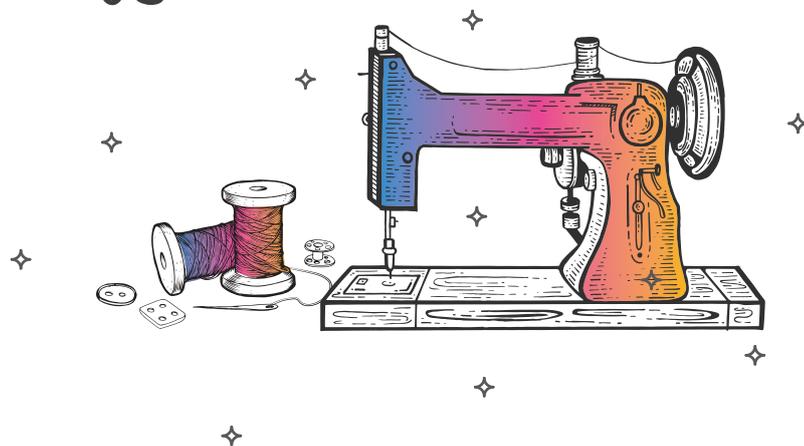
The Technology



Suitescript 1.0



Dell Boomi



The 'SuiteSpot' on the beach



Automating the entire Order2Cash process in NetSuite saved a lot of effort and time for the company, which could be spent in other business activities such as marketing, sales, accounting etc, which again could be automated end-to-end in NetSuite. Better executive reporting was achieved, enabling better financial control by having orders and shipment statuses accurately reflected on the NetSuite ERP dashboard.

Reduction of time for completion of Order to Cash by 30%

Purchase Order to Shipment Order downtime was reduced by up to 25%

17% faster order deliveries

Complete time for the solution from discovery to go-live was < 60 days.