

Beauty in a Heartbeat: eZCom Cuts BBI Order Processing from Days to Hours



Background

Beauty by Imagination (BBI) is the parent company of multiple brands including Wetbrush, Bio Ionic, Ouidad and Goody. Rapid growth created challenges for the company's supply chain, as it sought to integrate new brands into its workflow. When BBI acquired Goody in 2019, processing EDI transactions became a major issue.

Challenge

In 2019, BBI acquired Goody Brands, a seller of combs, hairbrushes, and hair accessories. Goody has more than 120 trading partners, and has high volume sales to many major retailers, including Walmart, Amazon, Walgreens, Target, Kroger, and Albertsons.

When Goody became a part of the company's brand portfolio, processing EDI orders for these products became a responsibility of the BBI team. They also began to work with DHL Supply Chain in Memphis, TN, the Third-Party Logistics (3PL) Provider for Goody brands, and needed to ensure that data exchange with this warehouse was seamless.

There were two factors that created additional pressure for the BBI team.

First, the sales volume of Goody products is substantial. Second, the brand's largest trading partner is Walmart, and they were struggling to meet the demanding EDI requirements it has in place for suppliers.

Randy Weitz of Horizon Associates, a BBI NetSuite solutions partner, explained that part of the challenge involved Walmart and its Master Order approach. While an order from Walmart may go to a distribution center, the retailer expects it to be picked and packed so it can immediately be sent to its stores.

According to Weitz, "We needed eZCom to break down Master Orders into separate store orders that could be pushed into NetSuite, and then basically put back together at the end of the cycle to create a consolidated EDI 856 Advanced Shipment and a consolidated EDI 810 Invoice. We also had to support an EDI 943/944 Warehouse Stock Advice process that had an unusual structure to it."

"One of the major differences with eZCom is they are truly great technology advisers who use their business acumen to meet the needs of their clients."

Gary Dailey
CEO at BBI



Industry:

Beauty



Customer Since:

2004



Connections:

- ERP: NetSuite
- 3PL: DHL Supply Chain



Top Trading Partners:

- Walmart
- CVS
- Ulta
- Target
- Walgreens

Walmart evaluates suppliers constantly, and high On Time in Full (OTIF) scores are particularly important. BBI was receiving low scores, and orders were landing in the Remedy Area because of errors. By some estimates, the company missed out on millions of dollars in sales because Walmart had lost confidence in them as a supplier.

Moving Walmart orders into the NetSuite ERP at BBI was also consuming an extraordinary amount of staff time. It was a manual process, and it wasn't unusual for Walmart orders to consume more than five hours of staff time every day.

"We had a woman on our team who was literally working all the time—we'd get emails from her at 3 AM—just to get orders to the Goody 3PL in Memphis," noted Jenna Cotler, Senior Manager, Customer Operational Excellence at BBI.

BBI needed to fully integrate Goody brands into their NetSuite ERP, replace manual data entry with automation, and address the problems in its distribution network.

Solution

"Moving Goody EDI into NetSuite wasn't especially daunting, but the 3PL piece added complexity—we called it an integration on steroids," Cotler said.

Our in-house developer team began to work towards solutions that would replace manual entry with automation, reduce errors, and rebuild the brand's credibility with Walmart. That meant integrating Goody and the DHL 3PL into the BBI NetSuite system.

This was not off-the-rack programming. It required the attention of our key personnel, and effective communication with BBI and their other technology partners. While there were components that had been used in other integrations, delivering their solution required new development work.

Most importantly for BBI, our platform streamlined the integration of their NetSuite system with DHL Supply Chain, their Third-Party Logistics (3PL) Provider. Once this was

"To me, it was a reinvention of the Lingo application to address our particular challenges."

Steven Matura

Vice-President of Logistics at BBI

completed, the document flow was fully automated. Purchase Orders, Sales Orders, Inbound and Outbound Shipments, Item Catalog, Inventory, Inventory Adjustments—all of these EDI documents moved seamlessly and automatically between BBI and their 3PL.

The robust, flexible nature of Lingo made a custom integration possible. As the solution was built, problems were quickly solved by the eZCom team, often as they were being discussed with BBI, Horizon, and DHL.

Results

Just three months after the integration, BBI in-stocks with Walmart reached their highest levels ever, and the company's OTIF scores have dramatically improved.

Today, BBI processes thousands of orders every day into NetSuite—automatically and hands-free. What's more, the new workflow has eliminated costly errors that can also damage productive relationships.

"The investment we made to develop seamless integration has paid off immeasurably...not only did it improve important retailer relationships, it freed up valuable time we can use to focus on growth."

Gary Dailey

CEO at BBI

Do you have a challenge we can solve?


In today's retail environment, optimizing the supply chain is critical for any brand. Consumers are accustomed to instant gratification, and stores want to work with suppliers who are nimble enough to respond to change tastes or spikes in demand.

At eZCom, we are committed to building integration solutions that meet the business needs of our customers. Whether it's an ERP like NetSuite, accounting software like QuickBooks, a WMS, or the system used by a 3PL, our Lingo software can be tailored to match your workflow and allow your company to process orders the same way. And in a lot less time.



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