

Cosmetics, Beauty Supply, & Personal Care Products Manufacturer – ERP Case Study

Key Takeaways:

- A \$570 million Cosmetic, Beauty Supply, and Personal Care Products Manufacturer in the Northeast engaged RubinBrown to direct and guide them in business process improvement, ERP evaluation, solution validation, ERP project management, and organizational change management.
- Their current ERP system was outdated and no longer met the company's needs, nor could they scale with growth goals.
- RubinBrown evaluated their current systems and processes and assisted the company in ERP software selection of SAP Business One.
- The company experienced process improvements spanning Accounting, Sales and Distribution, Materials Management, and Quality Management, to name a few.

Client:

A \$570 million company in the Northeast specializes in manufacturing cosmetics, beauty supply, and personal care products. This business employs a dedicated team of 1,000 workers.

Originally a small, family-owned business, the initial store focused on high-quality soaps sourced globally. The company now offers a wide range of products. These include a broad range of fragrances, bath and shower gels, soaps, spa items, body lotions, hand creams, and home scents.

Challenge:

The main reason for the project was the company's worry that its current ERP software was old and needed updating. This maturing system no longer met the company's needs. The company struggled to keep up with competition due to outdated, legacy ERP software in a competitive market.

The company realized that, to stay ahead, it needed help from an ERP consulting firm. Upgrading the software became essential to streamline operations, improve productivity, and maintain a competitive edge in the market. This project aimed to solve problems by selecting and implementing a new ERP software system. The goal was to help the company achieve its objectives and adapt to market changes.

Actions:

Technology improvements should match the business processes that help achieve the organization's strategic goals. To that end, the project was defined as a Business Process Optimization project.

An ERP assessment was conducted to determine how various software programs could assist the company in all areas of their business requirements. The evaluation examined how each software solution could enhance the company's operations. It looked at how each option could improve the company's practices.

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The selected software solution delivered the following three key business objectives:

- Increased productivity and efficiency
- Exceeded profit growth objectives
- Maintained an efficient operating model

The Business Process Review and ERP Software selection began in the fall of 2018 and was completed in mid-2019. The SAP Business One Implementation began in late 2015 and the go live was early 2017.

Solution:

RubinBrown managed the entire project, including the ERP software selection. As a result, the client chose to implement SAP Business One at multiple locations, including their headquarters, one manufacturing facility in the United States, another in the United Kingdom, and at their retail stores.

The seamless integration was completed on time and within budget. It successfully achieved the desired improvements in business processes, enhancing efficiency across all facilities.

Results:

The company's investment in new technologies provided much-needed tools and functionality for both internal and external stakeholders. Adding policies and processes to automated workflows improved data management, productivity, efficiency, but kept important human skills.

Specifically, the following were requirements delivered by the new application(s):

- One modern system with easy-to-use features like simple navigation, detailed data checking, and online help. It also includes personalized system guides.
- Integration (as needed) between ERP, PLM, CRM, Retail/POS, and the other required applications
- Single point of entry for data (i.e., Single Source of Truth)
- User-friendly, user-driven, and flexible reporting tools with distributed, securitized access for all users
- Real-time, and near real-time, updates, reporting, and access to data
- Automated workflows and approvals
- Streamlined business processes incorporating industry best business practices and Out of the Box solutions.

Minimizing manual processing and reducing the number of standalone systems led to improved processing cycle times. This change also increased the accuracy, real time insights, and use of decision-making information.

As the new system (SAP Business One) stabilized, staff began to leverage its various tools and efficiencies. This resulted in improved customer service levels, enhancing overall company performance.