

Auxis Selects and Implements Scalable ERP and Ecommerce Platforms for Fast Growing Global Cosmetics Company



CLIENT PROFILE

Acquired by a Private Equity in early 2018, the client is a fast growing and globally recognized color cosmetics brand designed for an omni-channel revenue model. The company was founded in 2009 and has enjoyed strong growth and financial performance over the past several years. Client's core business is built on the direct-to-consumer model relying heavily on influencers and social media. The growth plan is aggressive with forecasted growth of 3x over the next five years. This growth is forecasted in both the direct-to-consumer business as well as their wholesale channel along with and increased international presence.

BUSINESS CHALLENGE

Auxis was initially hired by the Private Equity firm to perform a due diligence on the client's IT capabilities in advance of the acquisition. During this due diligence, Auxis quickly recognized that the organization was struggling to support their fast growing business on its existing legacy systems. Their e-commerce technology was outdated and was no longer being supported by the vendor. In addition, they had steadily outgrown their accounting solution.

Subsequent to the acquisition, Auxis was engaged to lead the evaluation and selection of new technology platforms to replace client's ERP and e-commerce solutions, and subsequently to program manage the implementation of these new, core technologies.

"Auxis quickly recognized that an upgrade of the client's ERP and e-commerce platforms was required in order to successfully scale and absorb the exponential growth they were expecting."

Client's management understood this was a critical project for the business as it would allow them to scale and prepare for the exponential growth they were experiencing and forecasting for the next 5 years. Adding to the challenge of this transformational project was the requirement that all systems needed to be live and stable in advance of Black Friday.



SYSTEMS UNDER CONSIDERATION

ERP Platform

- Netsuite
- SAP Business ByDesign

E-commerce Platform

- Shopify Plus
- SAP Hybris
- Salesforce Commerce Cloud

THE SOLUTION

Auxis tackled this challenge in multiple phases. Initially, the team interviewed key client's personnel and compiled a comprehensive list of business requirements to be fulfilled by each new technology. Auxis then researched available technologies, developed and distributed an RFP, consolidated and scored responses and presented client with findings and recommendations so that they could make informed decisions regarding their new core technologies.

Key evaluation criteria included the ability to meet business requirements as well as pricing, implementation timeline and partner.

Once decisions were made, Auxis assembled a cross-functional team consisting of implementation partners for each technology, Auxis consultants, and key client stakeholders.

RESULTS

Ensuring that the selected implementation partners stayed on track and also keeping the client's core team engaged and focused on their critical tasks was the key to hitting the go-live date ahead of Black Friday.

Auxis had the added responsibility of preparing bi-weekly updates for client's internal leadership on the overall technology landscape as well as monthly and quarterly updates to the Board. With only a few setbacks, the Auxis team was able to go-live with **NetSuite** for ERP, integrated with client's existing Warehouse Management System in approximately **four months**, with the launch of their website on **Shopify Plus** just two months later. The Go-live date ended up being a full four weeks before Black Friday.

"Auxis team was able to successfully go-live with Netsuite in 4 months, with the launch of the website on Shopify Plus just 2 months later. Both go-lives and stabilizations happened in record-time 6 weeks before the deadline of Black Friday."

Though the implementation was successful, the client did encounter some challenges with the integrations that led to shipping delays early on. However, Auxis was there to help the client document, troubleshoot and develop plans to work through the post implementation issues.

Large scale technology changes are always a challenge for any organization. Auxis was able to successfully help the company through this most critical time in their journey and client is now thriving on their new technology stack and ready to scale and support its exponential growth.

