Beautycounter achieves 25% increase in inventory accuracy with SAP S/4HANA on cloud

Case Study

Industry
Consumer Packaged Goods

Headquarters
Santa Monica, CA

About Beautycounter

Beautycounter is a mission-driven, digitally native, clean beauty brand that continues to lead and define the future of the global beauty industry since it was founded in 2011. The company's efforts have led the way for ingredient innovation and transparency and prioritized advocacy to advance personal-care product safety. Beautycounter's consumer-first directive combined with a technology-first enterprise approach sets it apart as a leader in the beauty industry.

Challenge

Since its founding, Beautycounter has been an eCommerce first company focused on clean beauty for all and has seen explosive organic growth in the industry. However, the initial system of record was not able to scale for the growth of the company and lacked the ability to streamline and modernize the supply chain. In 2017, Beautycounter leadership chose to implement SAP S/4HANA on AWS.

Unfortunately, the initial SAP implementation stalled, and Beautycounter called on Protera, the first managed services provider to migrate SAP to AWS, to stabilize the existing AWS migration and get the project back on track.

Solution

In six months, Protera fully implemented SAP ECC, PO, and Webdispatcher on AWS, and provides ongoing cloud and SAP managed services.

With supply chain a key focus for the business, Beautycounter relied on Protera to handle all digital interfaces between the cloud IBP (integrated business planning) solution and SAP S/4HANA instance to streamline demand forecasting, sales and operations planning, and supply planning processes.

Quick Stats

2018
Migrated to AWS

25-30% Increase in Inventory accuracy

6-month
Project timeline

"Being a lean team, we need to focus on business projects that drive value. Having Protera as our MSP allows us to do that."

Nick Lyons, Sr. Director of Enterprise Applications

Results

"We went from completely manual processes for everything to now beautifully automated processes," says Lyons. "Beautycounter now has industry-leading inventory accuracy, with everything trackable with a click of a button from direct sale to procurement, to hitting the GL."

In 2022, the Beautycounter upgraded to SAP S/4HANA version 2020, seeking substantial improvements in scalability, functionality, and supply chain-focused additions. Protera performed the upgrade in 12 weeks while activating transactional and analytics Fiori apps relevant to finance and accounting. Additionally, they upgraded and resized their SAP on AWS instance for a boost in memory allocation and usage.

Cost effective, scalable infrastructure

Lean team, unburdened by maintenance

Efficiencies and error reduction from automation

25-30% inventory accuracy increase

Focus on innovation and the future of the business

Looking to the Future

Beautycounter is set on SAP being the lynchpin of their business and continuously improving to optimize cost, enhance internal processes and develop solutions to help their customers and drive revenue. Additionally, they are evaluating and rolling out the plethora of revamped Fiori applications now available to them with SAP S/4HANA version 2020.

Protera

Jumpstart your cloud modernization plan today.

Talk to our team