

## Biuti Profesional

### At A Glance:

- **Company:** Biuti Profesional
- **Location:** Mexico City, Mexico
- **Industry:** Wholesale/Distribution; Personal care and beauty
- **Challenges:**
  - Latin American distributor needed global enterprise suite to link accounting to warehouse and distribution at the same time, giving international suppliers and customers real-time view into the inventory in their own currency and language
- **Results with NetSuite:**
  - In first year of implementation realized \$250,000 in savings and revenue growths

*“We can now turn our orders around and have them out the door within 24 hours, thanks to NetSuite. That has become a competitive differentiator for us in what is a very competitive and fragmented market.”*

— William Hendrix, CEO  
*Biuti Profesional*

### The Results: A Quarter of a Million in One Year Alone

After one year of using NetSuite’s application, CEO William Hendrix of Mexico City-based hair products distributor Biuti Profesional estimates that the company realized a quarter of a million dollars in productivity savings, employee costs and through revenue growth. What’s more, he adds, the seamless integration between the warehouses, order fulfillment and sales order processes has allowed the company to establish the industry standard for delivery of products.

“We can now turn our orders around and have them out the door within 24 hours, thanks to NetSuite. That has become a competitive differentiator for us in what is a very competitive and fragmented market,” he says.

Hendrix totals the ways NetSuite has saved the company in employee or productivity costs, and has helped it drive revenues. It is, as he notes, not a short list. “In fact, NetSuite has changed our company so much that we refer to the time when we operated without it, ‘before NetSuite.’”

### For example:

- Before NetSuite, Biuti Profesional had close to 20 employees in its warehouse and distribution centers. Today that number is six due to the productivity savings driven by NetSuite.
- Before NetSuite: Biuti Profesional’s standard order fulfillment cycle was one and a half weeks. Today it is 24 hours and, as Hendrix says, a de facto industry standard.
- Before NetSuite: Biuti Profesional had an 80 percent accuracy rate in the invoicing and fulfillment processes. Today it is over 99 percent. In fact, Hendrix says, improvement metrics were realized across many different processes. “We reduced the number of returns to less than one percent; prior to NetSuite it was 20 percent.”

 Find out more: contact NetSuite, Inc. at 1 877 NETSUITE or visit [www.netsuite.com](http://www.netsuite.com)



***“We buy in euros and we buy in dollars, but when the goods make their way into our warehouse we value them in pesos. And we carry more than 500 SKUs of items. We desperately needed a system that could handle these requirements.”***

*— William Hendrix, CEO*

*Biuti Profesional*

- Before NetSuite: Biuti Profesional’s average collection cycle for accounts receivable was 85 days. Today it is 60. “Our cash flow cycle has shortened by 25 days merely because NetSuite keeps our customer account data updated and accurate. We didn’t have to spend time cleaning up the statements of customers; they were essentially accurate from day one with NetSuite.”
- After NetSuite: Biuti Profesional’s revenues increased by 30 percent.

### **The Challenges: Disparate Systems**

Hendrix initially chose NetSuite for the same reason that countless other companies do: he needed a seamlessly integrated application for his accounting, order management and front-end operations.

Before NetSuite, he says, the company was using a local system that simply managed orders and tallied a static count of the inventories. A separate system from the same manufacturer handled the company’s accounting. “The problem,” Hendrix says, “was that we couldn’t follow the track of the orders from the moment they were placed, to the moment they were fulfilled. Also, we could not integrate our accounts receivable into the order management system.”

This disconnect was compounded by Biuti Profesional’s multiple warehouse locations. “We were unable to integrate the data from the warehouses into our accounting and order management systems, so we had to physically send the orders to each warehouse,” Hendrix wearily explains. “The complicated orders we would drive by car. Others we were able to send by fax. It was, obviously, a time consuming—and expensive—process.”

The company had to maintain people just to input orders into the system, others to track the orders and then keep at least one dedicated employee at the various warehouses to recapture the orders and print the pick and pack tickets. Yet another employee was responsible for capturing this data into the accounting system to track receivables.

As if the situation weren’t complicated enough, Biuti Profesional had joined the ranks of small businesses that, despite their size, operate on a global scale in the same manner—and with the same multi-lingual, multi-currency software needs - as their enterprise sized counterparts. The company had suppliers in Europe, South America and the United States. Also, some of its customer base was outside of Mexico.

“We buy in euros and we buy in dollars but when the goods make their way into our warehouse we value them in pesos. And we carry more than 500 SKUs of items. We desperately needed a system that could handle these requirements.”

### **The Solution: A Global Company**

NetSuite’s multi-currency and multi-lingual capabilities solved these woes, he says, and in fact enabled the company to add to its list of global suppliers and customers.

 **Find out more: contact NetSuite, Inc. at 1 877 NETSUITE or visit [www.netsuite.com](http://www.netsuite.com)**



“We are a relatively small company but to stay competitive we like to source from many different countries.” Using NetSuite, Biuti Profesional is able to give overseas suppliers access to the system in order to better track inventory levels. “This makes inventory management so much more cost and time efficient for both of us. The suppliers are able to track our inventory levels down to the individual SKU level and deliver more when the goods reach a pre-arranged level.” They are able to view the system in their currency and language—US dollars and English, for example—while Hendrix’s view of the system is in pesos and Spanish.

The company is giving the same visibility to its clients as well. “For the larger ones we have established links so they can see their balances.” Biuti Profesional’s latest use of NetSuite’s application is to leverage the customer data information collected in the CRM app and use that to tailor marketing campaigns, based on what and when clients buy. “NetSuite’s reporting features are extraordinary. They allow us to manipulate the data—no matter what currency or in what language—like we have never been able to before.”