

LILLA | P



SUCCESS STORY:

LILLA P.

A Decade of Growth and
Efficiency Gains



LILLA P.

RESULTS ACHIEVED



\$50,000+
savings annually



7 years
in a row

Primary Tech Stack: Shopify and NetSuite

Founded in 1998, Lilla P is a contemporary women's apparel brand known for its luxurious, trendy and comfortable pieces that exude high quality and is renowned for its impeccable fit.

Lilla P operates primarily through a wholesale business model, with the majority of its revenue coming from wholesale channels, and the remaining generated through direct-to-consumer sales. As an omnichannel business, Lilla P has a presence across both online and offline channels. Their clothing collection is available on their website, physical store, and other premium retail partners like Nordstorm.

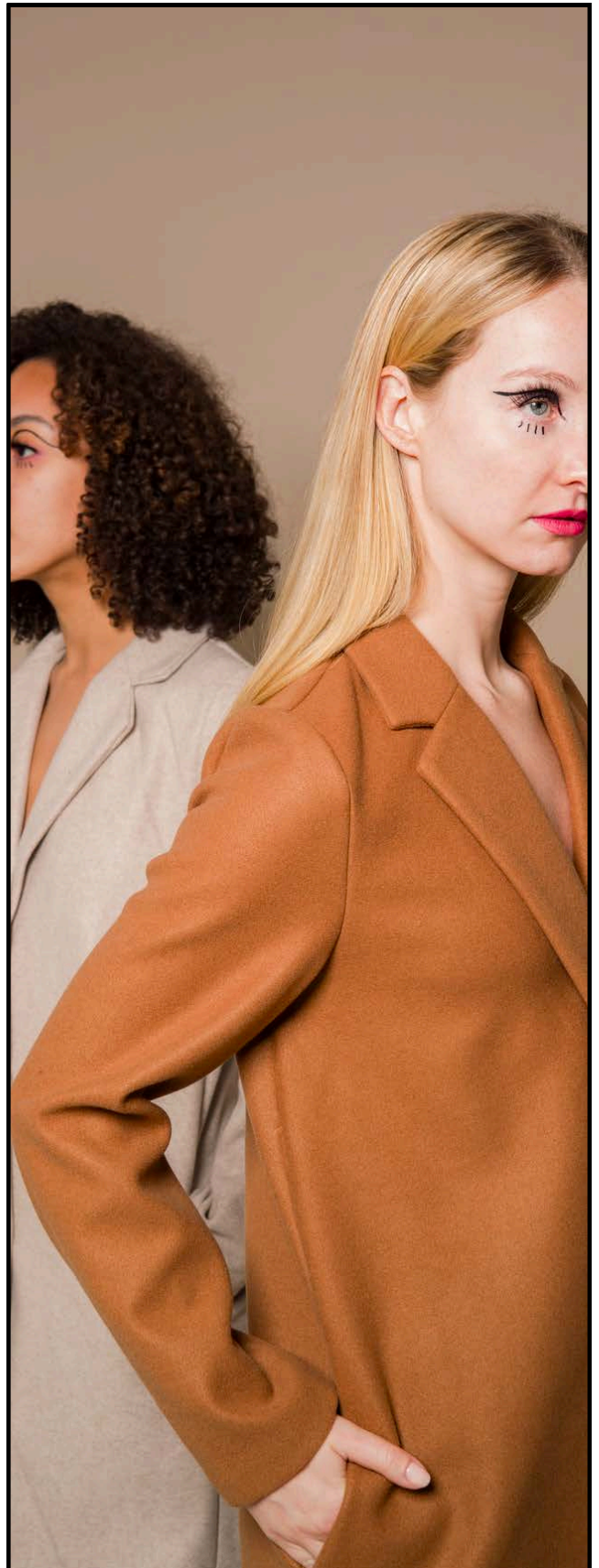
As Lilla P continues to grow, the organization has focused on updating and customizing the NetSuite platform to meet their ever-evolving business needs.

NETSUITE CUSTOMIZATION

In 2015, Lilla P engaged 79Consulting to help customise and enhance their NetSuite experience. In addition, Lilla P was looking to comprehensively move to Shopify from Site Builder, to support their e-commerce business, which was also enabled by 79Consulting. Integrating Shopify while utilising NetSuite to its full potential was the big ask. 79C started by driving:

- **Automation and Optimization:**
Enhancing NetSuite eliminated the need for installation, implementation, or a steep learning curve that came with adding new tools.
- **Independence from external support:**
Customizations reduced dependency on external support and maintenance and mitigated the risk of certain features being deprecated with little notice.
- **Efficiency and cost-effectiveness:**
Having immediate access to a trusted partner like 79Consulting, who understood their business and systems, ensured efficient and cost-effective development, implementation, and maintenance of customizations.

Some of the most notable interventions are described below to showcase the type of interventions feasible, and the associated business impact.



PROBLEM #1

Manual Payment Processing: Lilla P consolidated payments from various retail outlets within NetSuite before sending them to their bank for processing. However, due to the lack of direct integration between NetSuite and the bank, this process was done manually, leading to delays and inefficiencies.

- **Manual Processing:** NetSuite lacked integration or plugins to transmit payment information directly to the bank.
- **Complex Requirements:** Banks required transactions to be in NACHA file format and to be sent from a static IP address, whereas NetSuite generated a random IP address for each transfer.

THE SOLUTION

79Consulting developed a custom integration to address these issues, implementing a two-step solution:

- **Creating NACHA Files:** Developed a process to convert transaction details into the NACHA file format required by the bank.
- **Static IP Address Configuration:** Resolved the issue of NetSuite's dynamic IP by utilizing a static IP address through Google Cloud Console.

Results:

Automated & Streamlined Payment Processing: The integration significantly reduced manual work and delays, accelerating the time taken for payments to be processed and credited to Lilla P's account.

PROBLEM #2

Long Prep Time for Annual Sale: Lilla P has a sale every year, usually for a month. During this sale, select merchandise is on discount. In preparation for the sale period, item information needs to be updated on the front-end website. This was a time consuming process and as the sale progressed if discounts needed to vary and updated to "last chance" or additional % off, it required manual updation. This wasn't all, once the sale was over the prices and other tags needed to be reset to original values.

THE SOLUTION

79Consulting developed a custom script that automates this process. By running the script all price and other related information gets automatically updated on the website.

Results:

- **Significant time efficiency:** The script saves Lilla P hours of manual work. What used to be weeks of preparation, is now a matter of days For Lilla P to spin up Holiday or Discount Sales
- **Enhanced accuracy & customer experience:** No scope for manual errors on prices on the website that lead to discrepancies and a poor customer experience

PROBLEM #3

Sales Tax Issues with SuiteTax: Lilla P shipped orders to multiple states with different tax jurisdictions and encountered discrepancies in order values as front-end system calculated both state and county tax while NetSuite had legacy tax setup with values that often did not match. This issue was further complicated for orders eligible for tax exemptions, requiring a certificate for processing. During payout reconciliations, they frequently encountered mismatches between Shopify and NetSuite amounts, resulting in them spending an hour or more daily to reconcile transactions.



THE SOLUTION

To address these issues and improve efficiency, 79 Consulting advised Lilla P migrate to SuiteTax - NetSuite's tax support bundle. This helped in:

- **Automatic** Tax Updates: State and county tax changes got automatically tracked and updated, saving the team hours of rework on orders with incorrect taxes.
- **Accurate** Processing: Purchases, returns, and tax-exempt orders were all processed with the correct tax values.
- **Efficient** Reconciliation: Payouts from Shopify were immediately processed to create deposit records in NetSuite with a single click, saving hours spent manually checking and fixing records.



THANK YOU FOR YOUR
INTEREST IN
79CONSULTING!