

Wally's Natural Case Study

Transforming Business Operations with NetSuite and CEBA Solutions

About Wally's Natural



Wally's Natural is a family-owned company dedicated to providing high-quality, natural personal care products. Founded in 1991 by Russ and Terese Sheppard in Auburn, California, Wally's Natural was born out of a desire to find a natural remedy for their son's persistent ear problems. The Sheppards discovered ear candling, an ancient practice, and after seeing positive results, they decided to share this holistic solution with the world.

Initially operating out of Russ's parents' home, the company quickly grew, expanding its product line to include organic ear oils and a range of other natural personal care products. Today, Wally's Natural operates from a solar-powered facility and is known as America's #1 ear candle company, with products sold in over 20,000 retail locations nationwide.

The Challenge

Before partnering with CEBA Solutions and implementing NetSuite, Wally's Natural faced several operational challenges while using QuickBooks for financial management, alongside WooCommerce for e-commerce and an EDI system for electronic data interchange. The key pain points included:

Lengthy Financial Closures

The finance team struggled to close the books quickly, with the process taking weeks each month, which hindered timely financial reporting.

Scalability Issues

As Wally's Natural expanded, they needed a more scalable system to support their growth and streamline operations.

Supply Chain Management

Inefficiencies in supply chain management led to delays and disruptions, affecting their ability to meet customer demand.

Manual Integration

Integrating orders from the EDI partner into QuickBooks required manual data entry, leading to errors and inefficiencies.

Inefficient Manufacturing Process

The manufacturing process was managed using Excel spreadsheets, resulting in poor demand and supply planning, excess stock, or stock outages.

Deductions Management

Managing and reconciling deductions was a cumbersome process, taking weeks to reconcile and enter into the system.

Inventory Visibility

The lack of real-time inventory visibility made it difficult to manage stock levels effectively, leading to overstock or stockouts.

Customer Order Management

The existing system struggled to handle complex customer order management, resulting in delays and errors in order fulfillment.

Regulatory Compliance

Keeping up with regulatory requirements and compliance standards was challenging, particularly with manual processes and disparate systems.

Financial Reporting

Generating comprehensive and accurate financial reports was time-consuming and prone to errors, limiting strategic decision-making.

Why Wally's Natural Decided to Look for a New System



As Wally's Natural continued to grow, the limitations of their existing systems became increasingly apparent. The company was experiencing significant operational inefficiencies and bottlenecks that were hindering their ability to scale and meet growing customer demand. Key reasons for seeking a new system included:



Growth and Scalability

The existing systems were not scalable enough to support the company's rapid growth. Wally's Natural needed a solution that could handle increased transaction volumes and support future expansion.



Operational Efficiency

The manual processes and disparate systems led to inefficiencies and errors, consuming valuable time and resources. Automating these processes was crucial to improve overall operational efficiency.



Data Accuracy and Integration

The lack of integration between systems caused data silos and inconsistencies, leading to errors and delays. A unified system with seamless data integration was essential for accurate and timely information.



Advanced Reporting and Analytics

The company required more advanced reporting and analytics capabilities to gain deeper insights into their operations and make informed strategic decisions.



Customer Satisfaction

Improving order management and fulfillment processes was critical to meeting customer expectations and maintaining high levels of customer satisfaction.



Compliance and Risk Management

Ensuring compliance with regulatory standards and managing risks effectively were becoming more challenging with the existing systems. A new system was needed to streamline compliance processes and reduce risks.

The Solution



Wally's Natural partnered with CEBA Solutions to transition from QuickBooks to NetSuite, addressing their pain points and enhancing operational efficiency. CEBA Solutions leveraged their expertise in system integration and NetSuite implementation to ensure a seamless transition.



Automated Financial Processes

NetSuite's robust financial management capabilities streamlined the financial closing process, reducing the time required from weeks to just a few days. This enabled more timely and accurate financial reporting.



Efficient Deductions Management

NetSuite's deductions management tools streamlined the reconciliation process, significantly reducing the time required to manage deductions and enhancing accuracy.



Scalable Platform

NetSuite provided a scalable solution that could grow with Wally's Natural, supporting their expanding operations and eliminating previous scalability issues.



Real-Time Inventory Visibility

With NetSuite, Wally's Natural gained real-time visibility into their inventory levels, allowing for better stock management and reducing the risk of overstock or stockouts.



Enhanced Supply Chain Management

NetSuite's integrated supply chain management tools improved visibility and coordination, reducing delays and ensuring timely delivery of products to customers.



Improved Order Management

NetSuite's order management capabilities streamlined the handling of complex customer orders, reducing delays and errors in order fulfillment.



Seamless Integration

CEBA Solutions developed an automated integration between the EDI system and NetSuite, eliminating the need for manual data entry and reducing errors.



Regulatory Compliance

NetSuite's compliance management tools ensured that Wally's Natural could keep up with regulatory requirements and standards, reducing the risk of non-compliance.



Optimized Manufacturing Process

NetSuite's manufacturing module provided efficient demand and supply planning, minimizing excess stock and stock outages, and ensuring the timely fulfillment of orders.



Comprehensive Financial Reporting

NetSuite enabled Wally's Natural to generate comprehensive and accurate financial reports quickly, enhancing strategic decision-making.



The implementation of NetSuite, facilitated by CEBA Solutions, transformed Wally's Natural's operations and set the stage for future growth:



Reduced Financial Closing Time

The financial closing process was shortened from weeks to days, improving financial reporting and decision-making.



Streamlined Deductions Management

The time required to manage deductions was significantly reduced, improving accuracy and efficiency.



Scalable Operations

NetSuite's scalable platform supported Wally's Natural's growth, ensuring smooth operations even as the company expanded.



Real-Time Inventory Control

Real-time visibility into inventory levels improved stock management and reduced the risk of overstock or stockouts.



Improved Supply Chain Efficiency

Enhanced supply chain management reduced delays and improved delivery times.



Enhanced Order Fulfillment

Streamlined order management processes reduced delays and errors in fulfilling customer orders.



Error-Free Order Integration

Automated integration between the EDI system and NetSuite eliminated manual data entry, reducing errors and improving efficiency.



Compliance Assurance

NetSuite's compliance tools helped Wally's Natural adhere to regulatory requirements, reducing the risk of non-compliance.



Optimized Inventory Management

Efficient demand and supply planning minimized excess stock and stock outages, ensuring timely order fulfillment.



Strategic Financial Insights

Comprehensive financial reporting capabilities provided valuable insights for strategic decision-making.

Conclusion



The successful implementation of NetSuite by CEBA Solutions has profoundly impacted Wally's Natural's operational efficiency and scalability. By addressing their key pain points, Wally's Natural was able to streamline their financial processes, enhance supply chain management, and improve data integration, ultimately supporting their rapid growth and operational needs.

NetSuite's advanced capabilities provided Wally's Natural with a unified platform that facilitated seamless communication and integration across various business functions. This integration significantly reduced manual errors and improved overall operational efficiency.

Moreover, the scalable nature of NetSuite ensured that Wally's Natural could continue to grow without being constrained by their technology infrastructure. The robust reporting and analytics features enabled Wally's Natural to make more informed strategic decisions, enhancing their ability to respond to market demands and maintain high levels of customer satisfaction.

CEBA Solutions' expertise in system integration and implementation was pivotal in this transformation. Their tailored approach ensured a smooth transition to NetSuite, minimizing disruptions and maximizing the benefits of the new system.

This case study highlights the critical role of selecting the right technology and partners in driving business growth and operational efficiency. Wally's Natural's journey with NetSuite and CEBA Solutions serves as a testament to the transformative power of a well-implemented ERP system in supporting and sustaining rapid business growth.