

Tonal Case Study

Resolving Complex Operational Challenges with NetSuite and CEBA Solutions

About Tonal



Tonal is a leading fitness technology company that offers a revolutionary home gym system utilizing digital weights and personalized coaching. Combining advanced hardware and software, Tonal provides an immersive workout experience, allowing users to access tailored training programs and real-time feedback. As the company grew, it faced several operational challenges that needed expert intervention.

The Challenge

Before partnering with CEBA Solutions, Tonal had already implemented NetSuite but encountered various issues that their previous implementation partner failed to address. These issues included:

Contract Manufacturing Flows

Tonal struggled with managing its contract manufacturing processes. Specific pains included:

- Inconsistent Production Schedules**
Difficulty in synchronizing production schedules with contract manufacturers, leading to delays and inventory discrepancies.
- Poor Quality Control**
Lack of integration between NetSuite and quality control systems, resulting in inconsistent product quality.
- Inefficient Order Tracking**
Inadequate tracking of orders and production status, causing communication breakdowns and missed deadlines.

Accounting and Finance Issues

The financial management system had several unresolved problems:

- Delayed Financial Closures**
Extended periods to close books at the end of each month, impacting financial visibility and reporting.
- Revenue Recognition Errors**
Challenges in accurately recognizing revenue, leading to financial discrepancies.
- Expense Management**
Difficulty in tracking and managing expenses, causing budgeting and forecasting inaccuracies.

Demand Planning Issues

Tonal faced significant hurdles in demand planning:

- **Forecasting Inaccuracies**
Inability to accurately forecast demand, resulting in either excess inventory or stockouts.
- **Supply Chain Disruptions**
Misalignment between demand planning and supply chain operations, leading to delays and increased operational costs.
- **Inventory Management**
Ineffective inventory management practices, leading to overstocking or understocking of products.

Integration with Salesforce.com

Integration issues between NetSuite and Salesforce.com caused significant operational disruptions:

- **Data Silos**
Lack of real-time data synchronization between the systems, causing data silos and inconsistencies.
- **Customer Relationship Management**
Challenges in managing customer interactions and sales processes due to disjointed systems.
- **Sales Pipeline Visibility**
Limited visibility into the sales pipeline, affecting sales forecasting and strategy.

Subscription Management Issues

Problems with managing subscription services included

- **Billing Errors**
Frequent billing errors and inconsistencies, leading to customer dissatisfaction.
- **Renewal Management**
Difficulty in managing subscription renewals, resulting in lost revenue opportunities.
- **Customer Retention**
Challenges in tracking and analyzing customer subscription patterns, impacting retention strategies.



Tonal partnered with CEBA Solutions to address these challenges and optimize their NetSuite implementation. CEBA Solutions leveraged their expertise in system integration and NetSuite optimization to provide comprehensive solutions:



Streamlined Contract Manufacturing Flows

CEBA Solutions integrated NetSuite with contract manufacturing systems to synchronize production schedules, improve quality control, and enhance order tracking, ensuring timely and consistent product delivery.



Enhanced Accounting and Finance Management

CEBA Solutions optimized NetSuite's financial modules to:

- Reduce the time required for financial closures by automating key processes.
- Improve revenue recognition accuracy by implementing advanced revenue management tools.
- Enhance expense management through better tracking and reporting functionalities.



Accurate Demand Planning

CEBA Solutions implemented advanced demand planning tools within NetSuite to:

- Improve forecasting accuracy by integrating historical data and market trends.
- Align demand planning with supply chain operations, reducing disruptions.
- Optimize inventory management practices to balance stock levels effectively.



Seamless Integration with Salesforce.com

CEBA Solutions ensured real-time data synchronization between NetSuite and Salesforce.com, eliminating data silos and enhancing:

- Customer relationship management by providing a unified view of customer interactions.
- Sales pipeline visibility, enabling better sales forecasting and strategic planning.



Efficient Subscription Management

CEBA Solutions enhanced NetSuite's subscription management capabilities to:

- Automate billing processes, reducing errors and improving customer satisfaction.
- Streamline renewal management to capture revenue opportunities.
- Implement advanced analytics to track customer subscription patterns and improve retention strategies.

Results



The implementation of NetSuite, optimized by CEBA Solutions, transformed Tonal's operations and set the stage for sustainable growth:



Improved Manufacturing Efficiency

Enhanced contract manufacturing processes resulted in timely production and consistent product quality.



Integrated Systems

Seamless integration with Salesforce.com enhanced customer relationship management and sales pipeline visibility.



Faster Financial Closures

Reduced financial closure times enabled timely and accurate financial reporting.



Optimized Subscription Management

Automated billing and renewal processes improved customer satisfaction and retention.



Accurate Demand Forecasting

Improved demand planning aligned with supply chain operations, reducing inventory costs and ensuring product availability.

Conclusion



The successful optimization of NetSuite by CEBA Solutions has significantly enhanced Tonal's operational efficiency and scalability. By addressing their key pain points, Tonal was able to streamline their financial processes, enhance manufacturing and demand planning, and improve data integration, ultimately supporting their rapid growth and operational needs.

NetSuite's advanced capabilities, combined with CEBA Solutions' expertise, provided Tonal 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 Tonal could continue to grow without being constrained by their technology infrastructure. The robust reporting and analytics features enabled Tonal to make more informed strategic decisions, enhancing their ability to respond to market demands and maintain high levels of customer satisfaction.

CEBA Solutions' tailored approach ensured a smooth optimization process, 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. Tonal's journey with NetSuite and CEBA Solutions serves as a testament to the transformative power of a well-optimized ERP system in supporting and sustaining rapid business growth.