



CEBA
SOLUTIONS



CASE STUDY

SCALING BEAUTY GLOBALLY: THE PANGAEA HOLDINGS STORY

COMPANY OVERVIEW

Client: Pangaea Holdings

Industry: DTC E-commerce; Beauty and Personal Care

Head Office: United States



THE CHALLENGE

Pangaea Holdings, known for brands like Lumin and Meridian, quickly expanded to over 70 countries after launching in 2018. As sales volumes grew and global complexity increased, their initial reliance on QuickBooks became a limitation. Managing inventory, multiple sales channels, and international financials with basic tools created risks of inefficiency, reporting delays, and missed opportunities.

THE SOLUTION

Recognizing the need for a scalable, integrated platform, Pangea adopted NetSuite. The cloud-based ERP provided real-time inventory visibility, deeper financial reporting, and robust customer data management—essential capabilities for running a fast-paced, global e-commerce operation.

PARTNERING WITH CEBA

To ensure a successful NetSuite rollout, Pangea partnered with CEBA Solutions. CEBA's experts customized the system to match Pangea's operations, migrated critical data, trained employees, and provided ongoing support. Their tailored approach minimized disruption and prepared Pangea's team to maximize the platform's benefits from day one.

RESULTS & BENEFITS

With NetSuite, Pangea gained a unified view of their operations, streamlined order processing, and improved financial oversight. Automation reduced manual tasks, and better analytics empowered faster, more strategic decisions. The system's scalability positioned Pangea for sustainable global growth while enhancing customer satisfaction.

KEY FEATURES & MODULES IMPLEMENTED



Advanced Inventory Management
Real-time tracking across multiple warehouses



CRM Integration
Centralized customer data and improved engagement



Financial Management
Multi-currency transactions and global tax compliance



SuiteBilling
Automated subscription billing for recurring revenue models



Custom Reporting and Analytics
Actionable insights for smarter decision-making

CONCLUSION

By transitioning to NetSuite with CEBA Solutions' guidance, Pangea Holdings transformed its operational backbone. With better visibility, automation, and scalability, they are now equipped to thrive in the competitive global DTC marketplace, delivering exceptional customer experiences and fueling continued expansion.