



**CEBA**  
S O L U T I O N S



# CASE STUDY

## HOW NETSUITE IS HELPING ETTITUDE WEAVE A MORE SUSTAINABLE FUTURE

### COMPANY OVERVIEW

Client: Ettitude (ettitude.com)

Industry: E-commerce (Sustainable Bedding, Bath, and Apparel)

Head Office: Melbourne, Australia, with global operations

ettitude

### THE CHALLENGE

As Ettitude's eco-conscious brand rapidly grew across the globe, they faced mounting operational challenges. Fragmented systems forced manual data entry, slowed processes, and caused inconsistent information across departments. Inventory visibility lagged behind expanding product lines, risking both stockouts and costly overstocking. Managing multi-channel global operations introduced complexity with currencies, taxes, and logistics, while limited reporting capabilities made data-driven decision-making difficult. With scalability concerns threatening future growth and operational inefficiencies endangering the customer experience, Ettitude recognized the urgent need for a robust, integrated solution.

## THE SOLUTION

Ettitude chose NetSuite's unified cloud platform to future-proof operations, handle growing transactions, and support global collaboration. By consolidating financials, inventory, order management, and CRM into one system, and automating manual tasks, NetSuite helped Ettitude streamline processes and make faster, smarter decisions to fuel mission-driven growth.

## PARTNERING WITH CEBA

Ettitude partnered with an experienced NetSuite implementation team specializing in e-commerce and global operations. The partner provided industry expertise, a structured methodology, system customization, and staff training, helping Ettitude quickly realize NetSuite's benefits and maximize its long-term potential.

## RESULTS & BENEFITS

By implementing NetSuite, Ettitude boosted operational efficiency, speeding up order processing and reducing fulfillment errors and delays. Real-time inventory tracking cut carrying costs and improved stock availability, while enhanced financial visibility gave leadership timely, data-driven insights. NetSuite's scalability ensured Ettitude's systems could support future growth, enabling sustainable expansion and a stronger customer experience.

## KEY FEATURES & MODULES IMPLEMENTED



### Financial Management

Streamlined accounting, improved cash flow oversight, and enhanced global financial reporting



### Inventory Management

Real-time inventory tracking across multiple warehouses and sales channels



### Order Management

Automated global order processing, improving shipping logistics and customer satisfaction



### E-commerce Integration

Connected online sales channels directly to operational back-end systems



### CRM

Strengthened customer relationships and personalized marketing efforts

## CONCLUSION

For mission-driven e-commerce brands like Ettitude, scaling sustainably requires more than passion, it demands operational excellence.

With NetSuite and expert implementation support, Ettitude now has the tools to streamline operations, enhance the customer experience, and drive global growth while staying true to its commitment to a greener future.