



CEBA
S O L U T I O N S



CASE STUDY

HOW BUBBLE BEAUTY FIXED ITS NETSUITE IMPLEMENTATION WITH CEBA SOLUTIONS

COMPANY OVERVIEW

Client: Bubble Beauty (bubblebeauty.com)
Industry: Skincare / E-commerce
Head Office: United States

BUBBLE
SKINCARE

THE CHALLENGE

Bubble Beauty adopted NetSuite to scale operations and replace basic financial tools, but the implementation went off-track. Their previous partner poorly translated QuickBooks into NetSuite without adapting to its native structure. This led to disorganized financial data, manual workarounds, misaligned transactions, and disconnected systems—ultimately leaving NetSuite underutilized and the business struggling to scale.

KEY ISSUES

Bubble Beauty's NetSuite setup suffered from a poorly structured chart of accounts, making reporting difficult. Inaccurate item configurations and GL mappings led to unreliable financial data. The order-to-cash process lacked automation and relied on spreadsheets, while missing integrations with Shopify, 3PLs, and EDI systems caused data entry errors and limited visibility.

THE SOLUTION

CEBA Solutions rebuilt NetSuite from the ground up using best practices. The team began with a full audit, identifying misalignments between NetSuite's setup and Bubble Beauty's operations. They redesigned the chart of accounts for dimensional reporting, cleaned and standardized item records, and implemented a streamlined order-to-cash process. Key integrations—Shopify, 3PL, and EDI—were added to ensure data flow and operational efficiency.

THE RESULT

Bubble Beauty now operates on a clean, scalable NetSuite system that supports its fast growth. The company can:

- Close books faster and more accurately.
- Access real-time performance data by department and channel.
- Process orders efficiently and accurately.
- Collaborate seamlessly with logistics and retail partners.

THE EXECUTION



Phased Rollout: Minimizing disruption through staged go-lives.



Hands-On Training: Ensured buy-in from finance, operations, and customer service.



SOPs and Documentation: Enabled long-term internal ownership and scalability.



User Acceptance Testing: Validated changes across departments before full deployment.

CONCLUSION

Bubble Beauty's initial NetSuite implementation fell short of expectations, but CEBA Solutions turned things around. By rethinking ERP as a strategic asset rather than a software fix, CEBA empowered Bubble Beauty to operate smarter, faster, and at scale. This transformation not only solved their immediate problems but laid a solid foundation for future growth.