



CEBA
S O L U T I O N S



CASE STUDY

FROM BOTTLENECKS TO BREAKTHROUGHS: SCALING BEYOND QUICKBOOKS WITH NETSUITE

COMPANY OVERVIEW

Client: Salt & Stone (saltandstone.com)
Industry: Cosmeceuticals / E-commerce
Head Office: United States

SALT & STONE

ABOUT THE COMPANY

Salt & Stone is a high-performance wellness and skincare brand rooted in nature and backed by science. As its product line expanded and international growth accelerated, Salt & Stone quickly outgrew the limitations of QuickBooks and needed an ERP system built for scale.

THE CHALLENGE

Salt & Stone's rapid growth exposed major operational gaps. QuickBooks couldn't keep pace with the brand's complexity across retail, wholesale, and eCommerce. Data was fragmented, processes were manual, and inventory visibility was unreliable. Expansion into international markets was especially difficult without multi-currency support, tax compliance, or localization capabilities.

THE SOLUTION

CEBA Solutions implemented NetSuite as Salt & Stone's centralized ERP system. NetSuite delivered a scalable, unified platform that brought together financials, inventory, order management, and reporting. Key integrations were built with Shopify, Amazon, 3PLs, and logistics platforms, creating a single source of truth for operations.

THE RESULT

With NetSuite, Salt & Stone streamlined operations by automating workflows and eliminating manual data entry. Real-time inventory visibility reduced stockouts, while multi-currency support and global tax compliance enabled smooth international expansion. Financial closes became faster and more accurate, and seamless integration with eCommerce, CRM, shipping, and 3PL tools created a unified, scalable platform for growth.

KEY ADVANTAGES GAINED



Scalable Infrastructure:

Supported rapid growth across products, partners, and global markets.



Integrated Systems:

Enabled seamless data flow across eCommerce, shipping, and inventory tools.



Process Automation: Reduced manual work and freed up time for strategic initiatives.



Real-Time Inventory: Provided accurate stock visibility across all channels and locations.



Global Expansion Support:

Simplified multi-currency, tax compliance, and international launches.

CONCLUSION

Salt & Stone's shift from QuickBooks to NetSuite, led by CEBA Solutions, wasn't just a software upgrade—it was a turning point. With full visibility, streamlined processes, and global readiness, Salt & Stone is now positioned to grow faster and smarter, without being held back by operational bottlenecks.