

Paula's Choice Modernizes Ordering and Fulfillment **With the Boomi AtomSphere Platform**

The growing demands of the skincare company's retail partners required a powerful but easy-to-use integration platform with flexible and robust EDI capabilities

Pervasive Connectivity

BUSINESS GOALS

Founded in 1995 in the U.S. as one of the first online beauty brands, Paula's Choice Skincare established a European headquarters in the Amersfoort, Utrecht, Netherlands in the early 2000s. Recently, the company wanted to expand from its online roots to encompass B2B partners with multiple brick-and-mortar retail locations.

This expansion would fuel enormous growth across its product lines. But to accomplish the goal, Paula's Choice would need to connect via EDI to retailers, large B2B enterprises, and the company's third-party logistics (3PL) partner.

TECHNOLOGY CHALLENGES

A newly signed distribution agreement with a major European perfume and cosmetics retailer in particular was pushing Paula's Choice's technology to its limits. This retailer had more than 100 physical retail locations and a significant e-commerce presence.

To accommodate its new partner and the resulting order volume, Paula's Choice needed to:

- Eliminate handling ordering and fulfillment manually via email
- Implement an electronic data interchange (EDI) solution
- Automate and integrate data flows into NetSuite from Paula's Choice, the retail partner, and 3PL partner

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The main benefit of Boomi for us is scalability.
We can grow as much as we want. **And it's
cloud-based, so we don't have to worry about
on-premises systems and maintaining servers.**
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Walter Borgstein, Senior IT Manager Europe, Paula's Choice

HOW BOOMI HELPED

After evaluating several solution vendors, Paula's Choice selected the Boomi AtomSphere Platform for the breadth of its feature set, which includes rapid, low-code integration as well as EDI capabilities.

The Paula's Choice team worked closely with developers from Nalta, who had substantial experience with the Boomi platform and helped the company quickly get up to speed with the technology. Paula's Choice was soon processing small orders to test its EDI order, invoicing, and shipping message implementation before going into full production.

Now the company uses the Boomi platform for NetSuite integration between its retail partner and its 3PL warehouse. Boomi's pre-built NetSuite connector allowed Nalta and Paula's Choice to focus on EDI message content and how it should map to NetSuite rather than worrying about building integrations from scratch.

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Boomi has made us much more efficient and saved us a lot of time, which we can apply to other aspects of the business.

We have less manual work and have greatly reduced the potential for manual errors.

Marlaine Tutine

Senior Supply Planner, Paula's Choice

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RESULTS & BUSINESS OUTCOMES

The Boomi AtomSphere Platform helped Paula's Choice and its partners scale effectively for the 2021 holiday season. The NetSuite integrations and EDI processes were live in time for this very important retail period.

With the Boomi platform, Paula's Choice and Nalta were able to deliver a new EDI-compliant infrastructure that:

- Reduced time to market
- Solidified, accelerated, and streamlined the supply chain
- Leveraged the inherent strengths of NetSuite
- Simplified the creation, testing, and deployment of new business processes
- Was easy to monitor and maintain

Boomi AtomSphere has become an integral part of the Paula's Choice digital ecosystem, offering plenty of potential for using other components of the platform such as Boomi Flow and Boomi API Management.

CUSTOMER SPOTLIGHT

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| Market: | Manufacturing (Skincare) |
| Headquarters: | Amersfoort, Utrecht, Netherlands |
| Employees: | 90 |
| Revenue: | \$11.27M |
| Partners: | Nalta |
| Key Integrations: | NetSuite 3PL Partner |

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