

## Crafting an automated single solution for home decorating innovators Lick

Inspired to shake up the home decorating industry with sustainability and community as key driving forces, Lick wanted to build a people-powered decorating movement that does good and looks good.

With a commitment to making decorating easier, Lick rejected the trend for fancy paint names and tiny tester pots, offering environmentally friendly, consumer focused alternatives. This is decorating without the waste.



### The background

Set up during lockdown, Lick grew quickly, leaning on different management systems across the warehouse and finance departments.

It was our objective to develop an integrated single solution that would manage all aspects of their business eco-system, from purchasing and stock management to billing and e-purchasing through Shopify.

The key challenge for this customer was to build an automated system that unified their B2C and B2B retail businesses.



### The solution

When scoping the project, we discovered many of Lick's legacy processes were spread across separate systems. Our aim was to move all processes into a single unified system, leveraging the NetSuite platform to automate manual tasks, increasing efficiency across the business whilst providing real time visibility and eliminating opportunities for error.

Sam Bengé (Account Executive at NetSuite) and 3RP identified NetSuite's SuiteSuccess Retail Premium Cloud Service as the right solution to address Lick's requirements, whilst supporting their operational needs and growth plans.

The requirement was to ensure key areas of the business were supported, from vendor management, procurement, inventory management, both B2B and B2C sales alongside core finance activities and reporting.

The integration of Shopify to NetSuite, was also key and NetSuite's Shopify connector provided the automated infrastructure required for consumer transactions to flow seamlessly through to NetSuite.

The solution includes several key automations including the automatic capture and application of customer payments and creation of invoices. The objective was to reduce manual input, whilst increasing accuracy and data integrity.

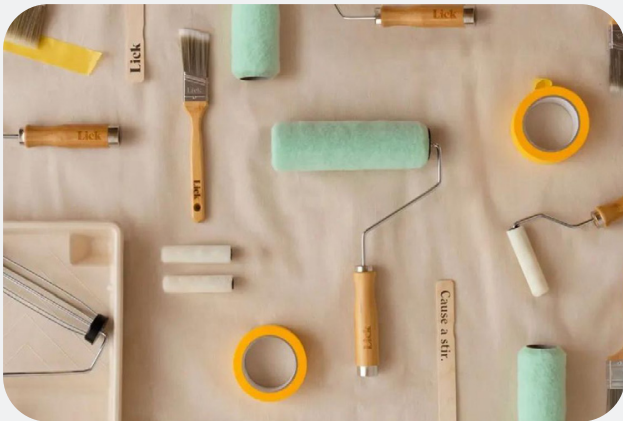
*Automated processes across B2B and B2C sales channels will ensure members of the team at Lick can spend more time on growing the business.*

# Lick

## The results

The 3RP project team consisted of consultants with a deep knowledge of the retail sector having either worked client side within retail businesses or having previously successfully implemented NetSuite for retailers. Combined with the dedication and hard work from Lick's team, the results speak for themselves, Lick has a single platform managing all aspects of their business.

Automated processes across B2B and B2C sales channels improved inventory management and visibility, procurement, and the removal of manual processes within the finance department, ensuring members of the team at Lick can spend more time on growing the business than completing manual tasks.



## What happens next?

As one of our managed services customers, we will continue to support Lick with any business-as-usual queries, whilst proactively ensuring they are able to take advantage of any new features released by NetSuite in the twice-yearly updates.

From a project perspective, the next steps will see a variety of optimisations which look to build upon the existing solution, most notably, the integration of their 3PL (third party logistics) warehouse into NetSuite, which will automate their back-office functions further by automatically capturing order fulfilments and issuing advanced shipping communications to customers.

## Summary

Working collaboratively with the dedicated team at Lick, the results of this project speak for themselves, with the seamless roll-out of a single platform automatically managing all aspects of their business.

*"Working with the team at Lick was a pleasure from start to finish. It is hugely rewarding to see any business successfully go live with NetSuite and we are proud that we have been able to play a part in their journey".*

Adam Johnson - Co-founder, 3RP

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💖💖 *When we were looking for a support partner for our NetSuite implementation, the emphasis was firmly on the partnership aspect of the role. There is a lot of technical expertise in the market; so our priority was finding a partner who could step into our shoes to help develop collaborative solutions to challenges along the way. We were also looking for a partner who was comfortable working with a small start-up where the dynamic and fast-growing nature of our business means that our requirements are constantly evolving. In 3RP we have found a brilliant team who we trust and who, most importantly, we really enjoy working with. They have a great blend of experience, curiosity and pragmatism and we look forward to continuing to work with them as we continue our journey.* 💖💖

Colin Holmes - VP of Finance, Lick