

# Energizing Fulfillment for HealthGenesis with Descartes Ozlink™ for NetSuite

## HealthGenesis®

HEALTH IN THE 21ST CENTURY

After experiencing phenomenal growth in both the retail and wholesale sectors, HealthGenesis.com turned to NetSuite and Descartes Ozlink™ to support its growth. The challenges of rising order volume and expanding product offerings were met with fulfillment and warehouse optimization.

By implementing Descartes OzLink for NetSuite, HealthGenesis.com cut costs and added efficiency by integrating the warehouse order process with enterprise technology and adding mobile barcode scanning.

“NetSuite and Descartes OzLink provide an extremely flexible solution to support our growth.”

### Albert Tietjen

Director of Ecommerce, HealthGenesis.com

#### Company Profile

Health Genesis Private Label  
Nutritional Supplements

#### Descartes Solution

Descartes Ozlink for Netsuite

#### About the Client

Health Genesis is a dietary supplements brand, manufacturer and online wholesaler based in the United States and is dedicated to promoting nutrition and health through development, production, and marketing of natural products of the highest quality.

#### Quick Overview

##### Challenge

Disorganized fulfillment combined with high growth while serving global markets.

##### Solution

Descartes Ozlink for NetSuite fully integrated order management into the ERP (Enterprise Resource Planner).

##### Results

- Increased Fulfillment Accuracy
- Optimized Picking Processes
- Added Customer Visibility
- Improved Inventory Control

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## Challenge: Complex Shipping and Logistics Requirements

HealthGenesis.com needed to balance the demands of a high-growth trajectory while serving global markets. Given the numerous nutritional supplements in its product line, many of the products appeared similar on the warehouse shelf. With an expanding SKU list, growing order volumes and additional warehouse staff, order fulfillment needed to be optimized.

Primary challenges included:

- Similar appearing products with different attributes led to errors and inefficiencies
- Selling across multiple distribution channels made managing inventory difficult, resulting in too many back orders and stock-outs
- Strict adherence to First In-First Out (FIFO) principles and U.S. Food and Drug Administration (FDA) compliance called for the highest level of process standards
- On-boarding new and temporary warehouse staff was time-consuming

## Solution: A Fully-Integrated Order Fulfillment Process

HealthGenesis.com embarked on an ambitious overhaul of core systems. The company selected NetSuite as its primary Enterprise Resource Planning (ERP) system and implemented Descartes OzLink for NetSuite for a fully-integrated order management process. Descartes OzLink extends NetSuite by integrating Magento and ChannelAdvisor, providing mobile barcode scanning and advanced shipping connectivity in the warehouse.

Benefits include:

- Order details flow automatically from Magento, ChannelAdvisor and multiple web storefronts into NetSuite
- Warehouse processes such as receiving, picking, put-away and shipping provide real-time updates to NetSuite
- Barcode scanning increases order accuracy and improved warehouse productivity
- Operational performance was increased 42% while handling 400 orders daily
- Back orders were lowered with more accurate inventory visibility
- Barcode scanning was implemented which allowed HealthGenesis.com to save over \$37,500

## Results:



### Increased Fulfillment Accuracy

Order details flow automatically from multiple web storefronts into NetSuite enabled by a centralized hub for order fulfillment. By integrating NetSuite into their ecommerce applications, HealthGenesis.com improved operational performance by 42%.



### Added Customer Visibility

Integrating NetSuite into ecommerce applications allowed HealthGenesis.com to get real-time updates for shipments and pass that information along to their customers.



### Optimized Picking Processes

Descartes Ozlink streamlines warehouse and inventory operations. Barcode scanning increased order accuracy and improved overall warehouse productivity, allowing HealthGenesis.com to save over \$37,500 annually.



### Improved Inventory Control

Warehouse processes such as receiving, picking, put-away and shipping provide real-time updates to NetSuite and, from there, are updated on multiple ecommerce applications and platforms. This added functionality lowered back orders with more accurate inventory visibility.