

HealthGenesis.com

Energizing Fulfillment with Descartes Ozlink™ for NetSuite

HealthGenesis.com distributes nutritional products with a focus on supplying qualified brands with the highest level of customer service. The company's extensive product line, coupled with its focus on quality, complementary turnkey private label services and low prices, have led to phenomenal growth in both retail and wholesale segments. HealthGenesis.com turned to NetSuite and Descartes OzLink to support this business expansion. By implementing Descartes OzLink™ for NetSuite, HealthGenesis.com achieved cost savings and added efficiency by integrating the warehouse order process with enterprise technology and adding mobile barcode scanning.

The Challenge HealthGenesis.com needed to balance the demands of a high-growth trajectory with 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, the previous domain knowledge of 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

The Solution 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 annually

HealthGenesis™
HEALTH IN THE 21ST CENTURY

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

– Albert Tietjen,
Director of eCommerce,
HealthGenesis.com

HEALTHGENESIS.COM

Since 1997, HealthGenesis.com has selected the most qualified brands to bring world-class quality and purity into each nutritional supplement we promote. Our team consists of people who are natural explorers, passionate about the healthful ingredients found in nature, and committed to finding the most pure and effective combinations backed by research. Our mission is to favorably contribute to nutrition and health through development, production and marketing of natural products with the utmost in quality.

DESCARTES™ OzLink for NetSuite

Extending NetSuite with a Range of Flexible Functions & Options

Descartes OzLink™ extends your investment in NetSuite by sharing seamless, real-time information with NetSuite. The solution also features a wide range of optional flexible extensions to adapt to operational requirements.

By further expanding the solution with optional services such as fleet management for optimized route planning; integrated mobility for planning, dispatch and delivery processes; and advanced telematics to improve driver productivity and better understand vehicle performance, businesses can also achieve added operational efficiency, reduce costs, enhance customer service and derive a potential competitive advantage.

Warehouse - Descartes OzLink for NetSuite streamlines warehouse and inventory operations. With better automation, logistics-oriented businesses can:

- Increase fulfillment accuracy and control costs with any iOS or Android-based smartphone
- Choose from single or multiple paper-based order picking or paperless order picking and barcode scanning
- Increase productivity with guided walk paths to optimize picking, put away and inventory moves
- Improve inventory control by wirelessly capturing accurate serial and lot numbers

E-commerce - Descartes OzLink for NetSuite automates fulfillment processes for online orders by integrating NetSuite with e-commerce applications. Our solutions help e-commerce-driven companies:

- Integrate orders from online marketplaces and applications such as eBay, Amazon, Magento, Shopify, ChannelAdvisor and more into NetSuite
- Provide added customer visibility into order fulfillment status with tracking capabilities
- Create channel- and marketplace-specific branded pack slips and compliant labels
- Synchronize item master data between NetSuite and e-commerce applications

Shipping - Among the most widely-used and advanced shipping solutions available, Descartes OzLink for NetSuite quickly processes shipments with all of the necessary carrier services by sharing NetSuite information with leading applications including UPS WorldShip, Endicia, OnTrac, FedEx Ship Manager and others. With our solutions, businesses can:

- Streamline both small package and freight shipments with one solution
- Get real-time updates for costs, tracking numbers and shipment status
- Seamlessly create Advanced Shipping Notices (ASNs) and print retailer labels
- Rate shop across small package and freight carriers