



e.l.f. Beauty

Managing work at e.l.f. speed



e.l.f. Beauty looks to disrupt norms, shape culture and connect communities but after 16 consecutive quarters of net sales growth*, their order management system was complex and needed to scale at the pace e.l.f. runs at. Now Fujitsu is giving e.l.f. the speed and simplicity it needs.

Challenge

With 3.5 million loyalty program members, e.l.f. needed a single OM solution that worked with their e-commerce websites, eliminating manual processing, and meeting the EDI requirements for 70 wholesale retailers.

Solution

Fujitsu's GLOVIA OM system now helps e.l.f. consolidate orders for all their e-commerce business, and will be integrated with their wholesale customers to control all orders across the e.l.f. business.

Outcomes

- GLOVIA OM fulfils all e.l.f.'s technical needs, now and in the future
- It integrates with Mulesoft and is native on e.l.f.'s Salesforce platform
- A strong cultural fit helps e.l.f. to move faster

“Moving at e.l.f. speed is our mantra, and we look for like-minded disrupters to work in concert with us. Fujitsu was able to deliver at the speed we require.”

Karthika Mayo, Senior Director, Digital Operations, e.l.f. Beauty

* As of February 1st, 2023

Industry: **Health & beauty**
People: **300**
Location: **USA**
Website: **www.elfbeauty.com**

About the customer

e.l.f. Beauty, Inc. builds brands designed to disrupt industry norms, shape culture and connect communities through positivity, inclusivity and accessibility. Our deep commitment to clean, cruelty free beauty at an incredible value has fueled the success of our flagship brand e.l.f. Cosmetics since 2004 and driven our portfolio expansion. Today, our multi-brand portfolio includes e.l.f. Cosmetics, e.l.f. SKIN, pioneering clean beauty brand Well People and Keys Soulcare, a groundbreaking lifestyle beauty brand created with Alicia Keys. Our family of brands is available online and across leading beauty, mass market and clean beauty specialty retailers in the U.S., and has a growing international presence.

Moving at e.l.f. speed to be at the forefront of the beauty industry

e.l.f. has always been a digital disrupter in the beauty industry. They look to execute with quality & speed, surprising and delighting their community, embracing change fearlessly and bravely conquering new frontiers.

e.l.f. was using one order management solution for their direct-to-consumer websites, and another order management solution for their wholesale business.

As the number of order types and systems multiplied, the e.l.f. team looked for a consolidated order management solution to eliminate the many manual processes and tasks slowing them down. This solution had to work on top of their Salesforce CRM, across all their business lines, and be able to adapt to the unique EDI demands of their major retailers.

Having looked at a number of different providers, e.l.f. chose Fujitsu's GLOVIA OM to give them the technical capabilities they needed to keep moving at "e.l.f. speed".

Why Fujitsu was seen as the most attractive partner

"One of our core values is executing with quality and speed, and we look for like-minded partners who understand that and meet us where we are." – Karthika Mayo, Senior Director, Digital Operations, e.l.f. Beauty.

GLOVIA smart PROFOURS from Fujitsu had everything e.l.f. needed for an end-to-end integrated planning and order management package, so they could manage sales, supply and demand, and manufacturing in one place.

Against competition from others, this system answered e.l.f.'s complex technical requirements. The solution also had to integrate with Mulesoft – and as GLOVIA OM is native on Salesforce that saved e.l.f. significant time and cost in training and resources.

The relationship the Fujitsu team developed with e.l.f. during the RFP process was just as important. As an industry disruptor e.l.f. wanted a partner who shared their values, and who could work flexibly and collaboratively at "e.l.f. speed". The Fujitsu team were able to demonstrate that speed from day one, producing working examples of new functionality in just under 48 hours.

The start of a beautiful friendship...

"One of the great things about working with Fujitsu is that they're able to be consultative with us - telling us this is best practice, these are the things we should consider, vs us just telling them what to do." - Karthika Mayo, Senior Director, Digital Operations, e.l.f. Beauty.

As the integration progresses, GLOVIA OM will control all orders throughout the e.l.f. business. The importance of a cultural fit in a project of this complexity proved to be critical. The speed of implementation and the confidence in the relationship has been the foundation for e.l.f. working more closely with Fujitsu to consolidate the B2B wholesale business.

Customer:

E.L.F. BEAUTY

Fujitsu

askfujitsu.us@fujitsu.com
Tel: 1-800-831-3183

© Fujitsu 2023. All rights reserved. Fujitsu and Fujitsu logo are trademarks of Fujitsu Limited registered in many jurisdictions worldwide. Other product, service and company names mentioned herein may be trademarks of Fujitsu or other companies. This document is current as of the initial date of publication and subject to be changed by Fujitsu without notice. This material is provided for information purposes only and Fujitsu assumes no liability related to its use.

February 2023