


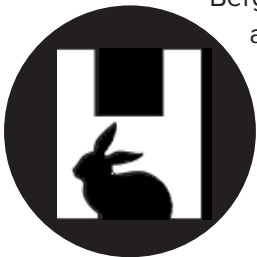


# NetSuite Implementation for Hourglass Cosmetics

## HOURGLASS

### The Company

Headquartered in Venice, CA, Hourglass is a cruelty-free luxury beauty cosmetics company that was founded in 2004 by its founder and CEO, Carisa James. In 2017, the company was acquired by Unilever, adding to Unilever's portfolio of prestige brands. Today, the company employs 280 people around the world, operates under six legal entities, and does half their business in the United States and half internationally. It works with over 1,000 stores worldwide including Sephora, Barneys New York, Nordstrom's, Bergdorf Goodman, and more. Hourglass also has two retail locations location in Venice, CA and New York City, as well as an online retail website.



*“Hourglass was able to eliminate hundreds of hours of work each month as well as position the company for major international growth, with a finance staff of 4.”*

**Josh Rosenzweig,**  
CFO/COO  
Hourglass

## COMPANY SNAPSHOT

**Company:** Hourglass Cosmetics

**Founded:** 2004 by Carisa James

**Location:** Venice, CA, USA

**Industry:** Health & Beauty

**Systems:** • NetSuite OneWorld

**GSI Solution:**

- Replaced Sage with NetSuite
- Integrations: EDI, Adaptive Insights, Deposco WMS and Shopify
- Incorporate parent company's chart of accounts
- Complex accounting and contextual business reporting

## The Challenges

With a very complicated business model, Hourglass deals directly with its many customers, suppliers and manufacturers, whenever feasible. The company has more than 30 suppliers and purchases almost 8,000 separate items required to make over 450 SKUs. After being acquired by Unilever, which was running SAP, the company had very aggressive growth plans, but needed a better system to support this planned growth. They had been using an outdated accounting system by Sage as well as a buggy WMS system. All intercompany accounting for the 6 legal entities, dealing in 16 currencies, had to be done outside their systems with a staff of only 4 in finance.

As part of their evaluation, Hourglass needed to select a system that could handle all their day-to-day processes directly in the system. The solution also needed a strong work order, intercompany, multi-currency, and reporting capabilities. Hourglass evaluated various solutions from SAP, Oracle and other providers as part of their due diligence, but ultimately determined that NetSuite was the best solution to address their needs. NetSuite offered a cloud-based solution, which required no IT staff to support it. NetSuite would also allow them to run all their processes directly in the system. Based on their expertise, GSI was selected to handle the implementation.



# CRUELTY FREE LUXURY BEAUTY

PROTECTING ANIMAL RIGHTS IN BEAUTY AND BEYOND



*“GSI was the only partner that said they could handle our complex accounting and contextual business reporting needs, including incorporating our parent company’s chart of accounts. They delivered on all fronts.”*

**Josh Rosenzweig,**  
CFO/COO  
Hourglass

## The Results

After implementing NetSuite, Hourglass can run all their day-to-day business processes in NetSuite, eliminating much of the manual effort previously required. “Hourglass was able to eliminate hundreds of hours of work each month as well as position the company for major international growth with a finance staff of 4,” said Josh Rosenzweig, CFO/COO for Hourglass.

Hourglass now has immediate visibility into the profitability of their products and customers, allowing them to be more competitive. “Using NetSuite OneWorld, we are now able to get real-time visibility into the profitability of our business, working across 6 legal entities, 16 currencies and almost 8,000 separate items,” Rosenzweig went on to say.

GSI was instrumental in the success of the project. “GSI was the only partner that said they could handle our complex accounting and contextual business reporting needs, including incorporating our parent company’s chart of accounts. “They delivered on all fronts.”

The final solution also included EDI, Adaptive Insights, Deposco WMS and Shopify integrations with 5 APIs. In the future, Unilever will also be looking to leverage NetSuite for some of its other Prestige brands.

## For more information:

Contact us today to learn more. You can also [email us](#) or call (855) 474-4377.

## GSI, Inc.

GSI is a forward-thinking organization that aligns and optimizes your digital footprint with your business goals. We combine our deep business and industry experience with our expert knowledge of enterprise applications, automation, cloud and cybersecurity to deliver secure and flexible systems that allow your business to thrive and not just survive.“

GSI's comprehensive suite of solutions includes: AppCare, a 24/7 managed service that includes EaaS with flexible “on-demand” services and dynamic pricing; GENIUS AI, an Application Intelligence Platform (AIP) for creating application health and user experience monitors; GENISYS, a solution for optimizing system performance; RapidReconciler®, its inventory reconciliation software; GENOME, which automatically Detects, aNalyzes and Automates the process of converting customizations into Orchestrations; and GatewayNow, low-cost, accelerated time-to-value ITSM solution using the industry-leading ServiceNow platform in a fully managed environment.

GSI consulting and managed services are backed by its signature 100 percent guarantee. Founded in 2004, the rapidly growing company is headquartered in Atlanta with worldwide resources. With over 100 employees, GSI consultants average over 15 years of real-world experience and are certified experts in business, industry, and enterprise applications. GSI provides comprehensive 24/7 global support.



## Why GSI?

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