UPPABABY
EMPLOYS NETSUITE AND AVIDXCHANGE
TO MORE EFFECTIVELY MANAGE BUSINESS GROWTH

UPPAbaby makes high-quality baby products that fit its customers' new life as a parent while appealing to the sense of style they've always had.

UPPAbaby's products meet the most stringent industry standards required by the Juvenile Product Manufacturing Association (JPMA) and the Consumer Product Safety Commission (CPSC). What makes UPPAbaby different though, is that they rely on their own real life experiences as parents to continuously set and raise the standards for safety, style and performance for which they've become known.

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Brian Murray, Controller, UPPAbaby

Challenge

To keep up with rapid growth, UPPAbaby was looking to consolidate its business operations onto a single ERP platform in the cloud and to automate key operations to avoid hiring more staff.

Solution

UPPAbaby consolidated the company's business operations on NetSuite so that everyone can see the same information in one centralized location in the cloud. One of the key operations targeted for automation was invoicing and accounts payable. AvidInvoice, AvidXchange's intelligent workflow approval software, automated and streamlined the entire accounts payable process.

Results

UPPAbaby eliminated the need to add staff to process increasing numbers of invoices by creating scalable processes with automation. The AP clerk now has more time to research unpaid invoices, and ensure they are paid on time. Without the need to look up paper invoices, year-end close is also more efficient.

UPPAbaby employs NetSuite and AvidXchange to more effectively manage business growth

Like the babies it serves, UPPAbaby has been growing up fast. The company has seen impressive sales increase, year-over-year since its inception. During that time, it has expanded globally and added a warehouse on the West Coast.

To keep up, UPPAbaby needed to consolidate its business operations onto a single integrated software platform that it could operate with for the foreseeable future.

"We chose NetSuite because it enabled us to bring all our operational controls onto one platform so everyone can look at the same information," explained Brian Murray, Controller for UPPAbaby. "NetSuite can also be customized for our internal usage and reporting requirements. The fact that they have numerous partners offering add-on products makes it a dynamic platform."

Automating Invoicing Processes

As UPPAbaby has burgeoned, it has run a lean operation. When the accounts payable workload threatened to outpace the capacity of existing staff, Murray looked to automate the process and improve processes and efficiencies. "We turned to AvidXchange, because they were a 'Built for NetSuite' solution, which meant integration would be smooth," said Murray.

Using AvidInvoice has enabled the company to scan invoices, eliminating the need for manual data entry. Previously, invoices arrived through email, and were printed or came in through the U.S. mail. An AP clerk would then

enter the information on the invoice manually into NetSuite and place the paper invoices into the "unpaid" file. When the time came to pay the invoice, the assistant would find the paper invoices that matched what was in NetSuite, cut the checks, attach the invoice, and then file invoices in the "paid" file.

With the new process, most of the 300-400 invoices each month arrive through email. An automated workflow sends them to an approver specified for that vendor. AvidInvoice then captures the data from the invoice and uploads it into NetSuite.

"When it comes time to pay the bills, we don't have to pull and refile invoices. Because all the invoices are online, we simply reference them when we need to," explained Murray.

Increasing Revenues
Because the accounts payable clerk no longer manually processes invoices, she was able to increase her workload in other areas. In addition, the existing clerk has taken on more responsibilities.

"Many of our customers require a high degree of follow up and attention from a payables perspective. Very often we need to follow-up with proof of delivery. Our clerk uses her extra time to help us get our lingering invoices paid," Murray said.

Faster Year-End Close
With invoices available online at the finance team's fingertips, the year-end close has gone faster. Despite the fact that the system was recently installed and many of last year's invoices had not been entered, the company saved a couple of weeks during its 2015 year-end process by not having to manually pull and file invoices.

Next year the company expects even greater time savings. Said Murray, "Next year we expect to go from reviewed statements to a year-end audit. The requests for data on the invoice will likely be two times to three times greater next year. AvidInvoice puts us in a good position to fulfill those requests much faster."

UPPAbaby

Company Snapshot:

Company: UPPAbaby

Location: Hingham, Mass.

avidxchange

Partner Name: AvidXchange

Location: Charlotte, N.C.