

**WAERlinx for NetSuite
Case Study - HSNF**





HSNF streamlines its warehouse operation, integrating Amazon FBA, Groupon, eBay and direct sales with NetSuite, thanks to WAERlinx.

HSNF is one of the UK's largest and most successful online retailers of beauty products in the UK. It has a huge customer base, with an average 33,750 sales orders per month.

HSNF uses sales channels such as Amazon, Groupon and eBay as well as its own website, JustBeauty.co.uk.

With NetSuite already installed, the company was keen to find a solution to manage its warehouse operation that would work with these channels and allow for future growth.

The Detail

HSNF have two warehouses located in North London. Most of their sales orders are placed via web portals such as their own www.justbeauty.co.uk, Amazon, Groupon and eBay. They ship up to 5000 NetSuite orders a day.

NetSuite was installed at HSNF in 2014, and a paper-based system was used in the warehouse. There was, however, a lack of accurate inventory visibility with this system, and limited functionality to record pick rates or errors.

The WAERlinx solution

A detailed proposal for integrating WAERlinx with NetSuite was proposed in the first quarter of 2016 and implemented in September.

As with all WAERlinx installations, the baseline product was configured to meet HSNF's exact needs:

Building of Assemblies	Base kits are picked and put away, then operators add the items specific to each order.
High Demand SKUs	SKUs displayed in order of No. of unfulfilled lines with unassigned pick tasks, allowing for 100s of orders to be released for picking, extremely quickly.
SKU images	Product images are displayed throughout, resulting in far fewer queries or mistakes.
Supermarket Packing	Operators scan packing notes and then each SKU code. Once packed, despatch and carrier booking continues automatically.
Pick Strategies	Operators have a choice between Single Order Picking or Wave Picking, where common SKUs are picked together.

"With WAERlinx' complete integration with NetSuite, HSNF now has vastly improved visibility of the warehouse operation. Errors have been virtually eliminated and the work-rate has seen a dramatic rise." Jeet Saini, Warehouse Operations Manager, HSNF.