



A CASE STUDY:

## Navigating ERP Transition and Optimization with GVO



## **BOOM! by Cindy Joseph is the first pro-age cosmetic and skin care line for women of every generation.**

BOOM! by Cindy Joseph is the first pro-age cosmetic and skin care line for women of every generation. Made with only quality ingredients, BOOM! enhances the natural beauty of every woman-in every phase of life.

Industry: Cosmetics, eCommerce

### **CHALLENGE**

BOOM!'s accounting system, QuickBooks, lacked the sophistication needed to manage their expanding business efficiently. With the acquisition of a second company and plans to migrate to NetSuite, they faced the daunting task of transitioning from QuickBooks to a more robust ERP system.



"Every single person that I work with at GVO I love working with all of them.

***Every time that I try to hope that I'm going to get away from my GVO relationship, we just can't.***

I mean we can't run NetSuite on our own without having GVO's help. The monthly cost of having GVO is worth it."

**- Kevin Kuntz, VP of Finance**

### **SOLUTION**

BOOM! by Cindy Joseph engaged with GVO to facilitate their transition to NetSuite and optimize their ERP implementation. GVO's team of dedicated professionals provided comprehensive support throughout the process, offering invaluable expertise and guidance to ensure a smooth transition.



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### BACKGROUND

BOOM! by Cindy Joseph embarked on a transformative journey to enhance their business operations through technology. Facing the challenges of manual accounting processes and limited visibility into crucial financial data, they sought a solution to streamline their operations and drive growth.

### IMPLEMENTATION JOURNEY

BOOM! by Cindy Joseph's journey began with an assessment of their existing accounting processes and the identification of pain points. GVO collaborated closely with the team at BOOM! to understand their unique requirements and tailor the NetSuite implementation to meet their needs. Despite initial challenges and the complexity of merging two distinct QuickBooks systems, GVO's team worked tirelessly to address issues and ensure a seamless transition. Their hands-on approach and proactive problem-solving proved instrumental in overcoming obstacles and minimizing disruption to BOOM!'s operations.

### RESULTS

With GVO's support, BOOM! successfully migrated to NetSuite, unlocking a wealth of benefits for their business. The transition empowered the client to automate tedious accounting tasks, gain real-time visibility into financial data, and enhance operational efficiency.

By leveraging NetSuite's advanced features and GVO's expertise, BOOM! gained deeper insights into their business performance, enabling **informed decision-making** and strategic planning.

The streamlined processes and **improved accuracy** of financial reporting provided a solid foundation for future growth and expansion.



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### **CONTINUOUS IMPROVEMENT WITH BOOST**

Recognizing the importance of ongoing support and optimization, BOOM! enrolled in GVO BOOST, a program designed to maximize the value of their ERP investment. Through regular consultations and proactive maintenance, GVO's team continues to fine-tune the client's NetSuite configuration, address emerging challenges, and identify opportunities for further optimization.



"The GVO team is incredible. They're so knowledgeable, they're incredibly practical, always trying to find solutions, so they're fantastic.

***While our journey with NetSuite has had its challenges, GVO's support has been invaluable every step of the way. I couldn't imagine navigating this transition alone...sort of like (having) another position in our accounting department and it's not something I necessarily planned on when I had NetSuite, but it's important and it's worth it."***

**- Kevin Kuntz, VP of Finance**

### **CONCLUSION**

The collaboration between BOOM! by Cindy Joseph and GVO exemplifies the power of strategic partnerships in driving ERP success. By leveraging GVO's expertise and guidance, BOOM! not only successfully transitioned to NetSuite but also laid the groundwork for future growth and innovation.

With GVO's ongoing support through the Boost program, the client continues to optimize their ERP system and unlock new opportunities for business excellence.



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