GVO
ERP Simplified

Services: NetSuite Support & Optimization, Multi-Subsidiary Operations, Manufacturing & Inventory Management, E-Commerce Integrations

BACKGROUND

FairWave is a specialty coffee collective that combines large-scale roasting operations with locally operated coffee shops across multiple subsidiaries throughout the United States. They leverage NetSuite as their core ERP platform to manage a wide range of item types, including inventory items, assembly items, and lot- and serial-tracked products.

NetSuite's Work Order functionality is central to FairWave's daily operations, enabling them to plan and execute roasting and packaging activities across distributed locations while maintaining visibility into production requirements and inventory availability at each subsidiary.

KEY SOLUTIONS & RESULTS

### MANUFACTURING & INVENTORY MANAGEMENT AT SCALE

We support FairWave's use of NetSuite to manage complex manufacturing workflows, including:

· Inventory, assembly, and lot-controlled items
· Daily production planning through work orders
· Multi-subsidiary manufacturing and fulfillment operations

This configuration allows FairWave to maintain consistency in production processes while supporting operational autonomy across its nationwide subsidiaries.

E-COMMERCE & INTEGRATION ECOSYSTEM

FairWave operates both B2B and direct-to-consumer sales channels. We provide ongoing support for:
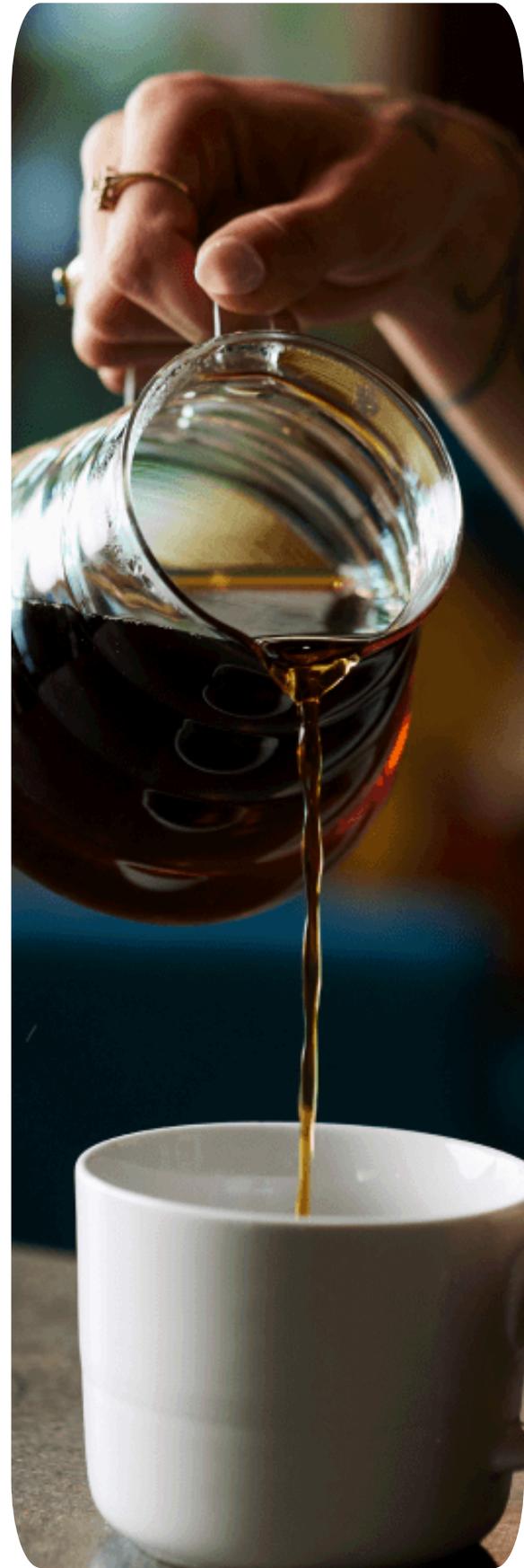
- SuiteCommerce for online storefront operations
- Celigo integrations connecting Shopify Plus (B2B and D2C) with NetSuite

These integrations ensure accurate, near real-time synchronization of orders, inventory, and customer data between NetSuite and their e-commerce platforms.

CRM ENABLEMENT (HUBSPOT)

FairWave is in the early stages of implementing HubSpot. While full utilization is still evolving, we are positioned to support future CRM integration and alignment with NetSuite as their sales and marketing processes mature.

GROWTH THROUGH NEW BRAND & SUBSIDIARY ONBOARDING

As FairWave continues to expand its portfolio of coffee brands, we provide ongoing support for:

- Implementing new brands within new or existing subsidiaries
- Data integration and system configuration
- Project management to ensure smooth onboarding and operational readiness

This approach enables FairWave to scale efficiently while maintaining data integrity and operational control across the organization.

ONGOING VALUE

Through continued NetSuite optimization, integration support, and strategic collaboration, FairWave is able to support complex manufacturing operations, multi-channel sales, and rapid brand growth within a unified ERP environment proposing them for continued expansion across the specialty coffee industry.