MOTIS BRANDS

CASE STUDY

GVO
ERP Simplified

Motis Brands operates in the consumer products industry, managing manufacturing, inventory, and sales across multiple brands and channels, including direct-to-consumer eCommerce and third-party marketplaces. Their environment requires tight coordination between production planning, inventory management, financial consolidation, and brand-level operations.

Client Since: 2020

Services: NetSuite Services & Support, Multi-Subsidiary Management, MRP, Custom Development, Integrations

BACKGROUND

Motis Brands engaged us in 2020 as a growing multi-brand organization requiring broad NetSuite services and long-term platform support. Since onboarding, we have played a key role in supporting their complex, multi-subsidiary environment and have successfully guided the execution of three subsidiary mergers over the past six years.

Given the number of distinct brands operating under the Motis Brands umbrella, we designed solutions that allow the business to maintain operational independence at the brand level while preserving consolidated financial control and reporting at the parent level.

KEY SOLUTIONS & RESULTS

MULTI-BRAND COMMUNICATION AUTOMATION

To support brand differentiation, we automated customer communications based on the location and brand where each sale originated.

This includes:
· Brand-specific invoices
· Statements
· Customer emails

This automation ensures consistent brand identity across all customer touchpoints while eliminating manual intervention.

MANUFACTURING & INVENTORY OPTIMIZATION

We transitioned Motis Brands from standard (natural) Bills of Materials to Advanced BOMs, enabling them to define component requirements based on the assembly build location. This provided increased flexibility, improved accuracy, and better support for multi-location manufacturing.

Additionally, we implemented NetSuite's MRP module and continue to support the organization's ongoing efforts to cleanse and standardize their item master, improving data integrity and planning accuracy.

REAL-TIME FREIGHT RATE INTEGRATION

Motis Brands works with a third-party shipping logistics provider for freight rate shopping. Through custom scripting, we integrated real-time shipping rates directly into NetSuite quotes and sales orders. This allows sales teams to accurately present customers with true "all-in" pricing at the point of sale, improving quoting accuracy and customer satisfaction.

SALES CHANNEL FINANCIAL VISIBILITY

To better understand sales performance and profitability, we implemented a solution using custom segments on transactions to categorize selling channels. This enables the business to:

· Report on revenue by sales channel
· Allocate and analyze expenses associated with each channel
· Gain clearer insight into which channels are driving growth and margin

E-COMMERCE & MARKETPLACE INTEGRATIONS

Motis Brands leverages SuiteCommerce for direct-to-consumer retail sales. In addition, they sell through Amazon, with marketplace orders fully integrated into NetSuite to maintain a single system of record for order management, fulfillment, and accounting.

ONGOING VALUE

Through strategic system configuration, custom development, and long-term advisory support, Motis Brands has been able to scale its operations, integrate multiple selling channels, and maintain financial and operational clarity across a complex, multi-brand organization—all within NetSuite.