



SUCCESS STORY

BEAUTYCARE RETAILER



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Carol's Daughter Set Up for Unlimited Growth

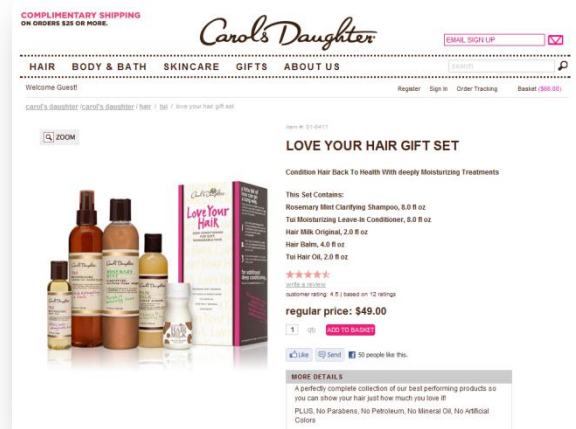
The beautycare retailer selects an integrated, scalable e-commerce solution featuring Keyora's E-Commerce Platform.

Business Situation

Carol's Daughter, an upscale beauty supply manufacturer and retailer, has the ultimate business venture story. Starting with founder, Lisa Price, experimenting with homemade fragrances and bath products in her kitchen in Brooklyn, New York, to opening her first boutique, to an appearance on the Oprah Winfrey Show – the Carol's Daughter name resonated in homes across North America and the signature line skyrocketed in sales. To keep up with the unexpected growth since Price's appearance in 2002 and further celebrity endorsements, employees at Carol's Daughter worked tirelessly to produce, package, and fulfil orders, both in retail stores and online.

Challenge

For a company seeing double-digit growth, it was clear to the executive team that their current enterprise resource planning (ERP) system and online solutions provider were limiting this growth. The two systems were not integrated and resulted in duplication of tasks to fulfil one order – each and every time. Further to this, the previous online provider kept customers close by ensuring Carol's Daughter could only make changes to its website with requests that could take up to a week for the provider to complete. Online data was not readily available, limiting visibility to its own performance.



Key Statistics

Website: www.carolsdaughter.com

Industry: Beautycare Retail

Size: Enterprise

Region: USA, Canada

ERP: Microsoft Dynamics AX

E-Commerce: Keyora E-Commerce

Challenges:

- Disparate systems limited retailer's growth
- Reliance on solution provider due to restrictive platform
- Limited visibility to site performance

Solution:

- Implementation of Microsoft Dynamics AX and Keyora's E-Commerce Solution
- Integrated system
- User-friendly content management system

Solution

Carol's Daughter worked with Cole Systems Associates to deliver a total solution that would provide the scalability and flexibility needed. A joint implementation of Microsoft Dynamics AX and Keyora's e-commerce solution in 2010 proved to only add to the Carol's Daughter success story. Cole Systems' partnership with Keyora meant a trusted relationship between all three organizations. The Keyora e-commerce solution fully integrates with the new ERP system, removing the need for task duplication. Moving from a manual to 100 per cent automated process allows the organization to grow sales and revenues without increasing headcount.

As the systems talk to each other in real-time, online orders integrate the moment the customer submits payment, with Dynamics AX able to process the order in a timely and efficient manner. Shipment carrier tracking information is provided to Dynamics AX



through web services and this information is passed back to Webfoot, with a link available to the customer directly in the sales order. The implementation of an integrated solution streamlines business processes at Carol's Daughter.

Benefits

Any owner would want to know how their business is performing at any given time. The restrictions on the previous online solution did not allow for this, as

Carol's Daughter did not have access to this data. Keyora's solution provides a comprehensive development platform giving Price and her team full access to the database 24/7. With the option of operating in a disconnected model, the Keyora solution can run parallel to the ERP solution, whereby the website is up and running for customer use 24/7/365 regardless of the online/offline status of Dynamics AX.

“

With Cole Systems and Keyora we got partners that **value** us as much as we value them. The **solutions really jumped out** at us and we were able to narrow down our decision-making process and get up and running in a very timely fashion.

”

John Elmer, VP Operations
Carol's Daughter

The Keyora solution uses the last integrated information as it relates to integrated content, including product data. The flexibility of the solution allows the Carol's Daughter team to create customized reports independently. The software ensures Carol's Daughter has the ability to make changes to its website, as Keyora provides full access to HTML templates and the content management system.

Since the launch of CarolsDaughter.com, the specialty retailer has continued to develop and take advantage of enhancements to the Keyora solution making strategic decisions on the functionality added to the site for the benefit of the organization and their customers. The scalability of the e-commerce solution allows unlimited growth for the luxury retailer so its online solution can adapt to the organization's vision. Never again can Carol's Daughter feel like they are 'selling too much.' With the implementation of Keyora's e-commerce solution and Microsoft Dynamics AX, the Carol's Daughter dream story can continue.

For more information about Keyora and to learn how we can help you accelerate your e-commerce success call 1-866-661-6688, e-mail us at sales@keyora.com or visit our [website](http://www.retail.keyora.com) at www.retail.keyora.com