

CASE STUDY

More Time = More Money

How COOLA Improved Margins and Efficiency with Anvyl

28% improvement to on-time shipments

18% decrease in changes to purchase orders

95% increase in supplier engagement



COOLA is a popular skincare and sun care brand based in Carlsbad, California.

And while the brand enjoyed the benefits of being the go-to brand for thousands of individuals around the globe, they found that their supply chain management strategy wasn't allowing them to meet their needs as they scaled.

When Manual Processes & Lack of Visibility Threaten Growth

Before Anvyl, COOLA's supply chain information was fragmented.

Purchase orders (POs) were created and emailed to suppliers, order statuses were manually tracked in spreadsheets, and important updates were communicated across multiple channels. Every change or revision to a purchase order – which happened 70% of the time – had to be manually updated across many systems, including their [NetSuite](#) ERP provider. For a company that issues more than 1,000 orders per year, shares over 5,000 files, and manages nearly 2,000 tasks, this inefficient approach took a toll on the team.

As Michael Rentz, Procurement Manager at COOLA, described,

"When I started at COOLA, our supply chain coordinators were manually attaching POs to emails and tracking down dozens of email threads a day. The team was frustrated and often left wondering about order status accuracy."

Supercharging COOLA's NetSuite ERP For Improved Productivity

While NetSuite is a best-in-class tool for managing day-to-day business activities, the truth is that most ERPs aren't optimized for supply chain teams. This is where Anvyl comes in — bridging the divide between global supply chain teams, their suppliers, and their tech stack.

As COOLA's Michael Rentz says,

"Ultimately we chose Anvyl for their ability to seamlessly integrate with our NetSuite ERP. And in my 15 years in procurement, I've never seen a tool that could be leveraged so easily and produce results so quickly."

In just 45 days, COOLA was up and running with their **Anvyl x NetSuite integration**. And as Michael noted, the results started flooding in.

Breaking Down COOLA's Success With Anvyl

Here's a look at some of the areas Anvyl was able to transform for COOLA:

Improved on-time shipments by 28%

COOLA improved supplier on-time performance by 28% from 2021 to 2022. On-time performance refers to shipments that shipped or arrived within their target timeframe, without delays.

Managed the same workload with 75% less staff

With centralized communication, improved collaboration, and enhanced alignment throughout the order process, COOLA was able to manage what had previously taken four full time supply chain coordinators with one as three of the four moved on to other opportunities.

Strengthened Supplier Relationships

95% of COOLA's suppliers are now using Anvyl for more effective communication with a response rate of nearly 90%. This has led to COOLA receiving real-time updates from suppliers and team members without having to waste hours checking in on the status of orders and allowing them to transition through order milestones more efficiently.

Reduced PO changes by 18%

Armed with end-to-end visibility and stronger supplier relationships, COOLA was able to reduce the number of purchase orders they needed to edit, change, or revise from 70% in 2021 to 60% in 2022. This reduced complexities and allowed the team to spend more time and resources on other important areas.



“Anvyl has allowed us to become significantly more strategic and drive the business in a more thoughtful way.”

Turning Chaos Into Confidence

Michael Rentz summarizes the Anvyl difference, saying,

“Before Anvyl, we were in the weeds, expending far too much energy being overly tactical. Anvyl has allowed us to become significantly more strategic and drive the business in a more thoughtful way.”

COOLA is no longer burdened with manual processes and siloed relationships. As it continues to differentiate itself in the ultra-competitive skincare and suncare market, Anvyl is helping the brand deliver on its promise of clean products that promote its customers' health and happiness.