

Brandy Melville Increases Efficiency on the Finance Team by Over 30%

Customer
Brandy Melville

Product
ExtendInsights for NetSuite

About

Brandy Melville is a European clothing and fashion accessories brand. The company was established in Italy by Silvio Marsan but gained most of its popularity in California. The brand name and logo were inspired by the fictional tale of two people – Brandy, an American girl, and Melville, an English man who met in Rome and fell in love. The company does not use traditional advertising techniques and instead depends heavily on social media marketing and partnerships. Ariana Grande, alongside other famous figures, wears Brandy Melville to aide in the promotion of the brand. Well-known stores, such as PacSun and Nordstrom, sell Brandy Melville products, furthering the promotion of Brandy Melville

Background

Silvio Marson and his son Stephan founded Brandy Melville in Italy in the early 80s, and opened their first US store in Los Angeles in 2009, bordering the UCLA campus and Westwood Neighborhood. The business grew popular among young females, in part due to its Malibu teen aesthetic. The company's products are sold across the world, including Europe, the United States, Asia, Canada, the United Kingdom, and Australia.

The Challenges

Before ExtendInsights, Brandy Melville uploaded CSVs to complete journal

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We've experienced many issues with uploading CSVs to NetSuite. It's so easy once you add an ExtendInsights template. During our month-end, we reduced the time it took to update thousands of rows of data by 3 full days and increased our efficiency by 30%.

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Carlo Di Sarra
Managing Director of Finance
Brandy Melville.

Brandy  Melville

entries, and update cash sales and vendor bills at month-end. They also spent a significant amount of time manually changing thousands of lines of data directly within NetSuite. As a result, month-end was dreaded by the accounting team, because if a CSV import didn't work, it could take several imports before the team could identify what was causing the error(s).

The accounting team recognized that if they could say goodbye to CSV imports, then they would become much more efficient. Time spent on end-of-month reporting could be cut back, allowing them time to complete other critical tasks. First, the accounting team wanted to make sure that ExtendInsights could provide solutions for their specific use case needs, then it would need to be determined if product adoption would require extensive training. In a meeting with CloudExtend, Brandy Melville learned that ExtendInsights' data management and analytics capabilities could meet their needs. The analytics capabilities would allow them to build dashboards from NetSuite searches, and the Excel data management capabilities would help the accounting team update thousands of rows of data quickly and reduce human errors.

The Solution

Brandy Melville initiated a trial for ExtendInsights for NetSuite users. Di Sarra appreciated being able to try CloudExtend Excel integration apps before buying. "We were able to experience ExtendInsights on trial, and we had a support call where we discussed functionality, including building out journal entries, cash sales, dashboards, and vendor bill reports." Implementation took minutes and required little training.

After the trial, Brandy Melville Australia knew they'd found the right solution. The efficiency in completing tasks associated with month-end close was increased by over 30%. Building out real-time dashboards from saved searches was significantly easier. Having access to additional information made Brandy Melville a more data-driven organization. The few times that they reached out to the CloudExtend support team were positive experiences.

Bottom Line

ExtendInsights allows NetSuite users to leverage real-time data in Excel to streamline financial processes and make better decisions. ExtendInsights significantly increases efficiency during month-end close and can also address a multitude of other specific needs and use cases. With a strong support and training team, CloudExtend apps are easy to use and implement in minutes, saving customers significant time and resources.



ExtendInsights is impressive. I'm thrilled to be able to build a real-time dashboard from NetSuite saved searches, and not have to worry about CSV imports any longer. That's exactly what I was looking for when I watched my first CloudExtend demo.



Carlo Di Sarra
Managing Director of Finance
Brandy Melville.

About CloudExtend

CloudExtend email and spreadsheet applications integrate top business applications to help organizations increase productivity and extend the value of applications they use every day.

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