

# Kranz and Bridgepoint drive NetSuite success for West Coast skincare leader



An award-winning West Coast skincare brand was suffering from excessive labor costs due to manual processes and a lack of data integrity across systems.

## The Challenge

A popular skincare brand was facing rising labor costs and operational inefficiencies caused by manual processes and fragmented data across multiple systems. The client first partnered with Kranz to build a fully functional Finance & Accounting services platform. This solution was designed to support C-GMP manufacturing requirements and a fast-paced eCommerce go-to-market strategy.

However, without a modern tech stack, the client's infrastructure was limited to tier three systems, requiring most work to be done manually. This created a costly, unsustainable operating model.

## Solution

When the client secured the budget to implement NetSuite, Kranz, acting as the project champion, sought proposals from four consulting firms. After a competitive evaluation focused on capability—not cost—Kranz recommended Bridgepoint Consulting, fully disclosing that Bridgepoint was also part of the [Addison Group portfolio of companies](#).

The client selected Bridgepoint for its depth of expertise and proven track record. Six seasoned Bridgepoint consultants lead the initiative, consolidating six separate applications into one streamlined NetSuite ERP platform.

Through the collaboration, the client gained a fully integrated Finance & Accounting platform paired with a modern ERP system. This partnership reduced manual work and labor costs and delivered the scalability and efficiency needed to support rapid growth.

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