Asambeauty sets foundation for international growth with Infor CloudSuite

Overview

Asambeauty is a global beauty brand well-known for high-quality beauty products and commitment to innovation. With a heritage spanning more than 60 years and operations in almost 50 distribution countries, the global cosmetics leader has become one of the most successful family businesses originating from the German beauty market.

Challenge

Business systems unable to keep pace with rapid international growth

Infor Solution

Infor® CloudSuite™

Outcome

Flexible, scalable, industry-specific functionality to support growth trajectory

"Extending our international reach through innovation is instrumental in delivering the high-quality products our customers expect," said Sarah Schwart, Project Lead at Asambeauty. "As digital technology becomes increasingly important as a lever in driving global growth, having the right systems and processes in place to support both today's operational needs and tomorrow's strategic ambitions is key."

A solution to meet surging demand

To support surging demand and growth on an international scale, Asambeauty embarked on an initiative to replace on-premise and legacy systems with a more agile, future-proof cloud-based platform.

The nature of Asambeauty's business means that quality management is a prerequisite. When looking at the market, the business needed a system that could support strict quality controls across production and the wider supply chain. Stringent industry regulations, consumer safety considerations, and best practice frameworks meant that robust and effective traceability and LOT tracing capabilities were essential.

Schwart pointed out, "Our existing ERP solution simply couldn't keep pace with our rapidly evolving business. Alongside advanced traceability and quality management, we needed to accelerate product development to reduce time-to-market for new products and sustainably build market share."

Asambeauty zeroed in on the need for scalability and agility as keys to a solid foundation for further international growth.

Accelerating growth with Infor CloudSuite

After evaluating various ERP solutions on the market, Asambeauty chose Infor CloudSuite. For Asambeauty, Infor CloudSuite provided everything it sought in a solution and room to grow.

"Infor CloudSuite represents the perfect blend of functionality, scalability, and industry completeness. Its modern, intuitive interface ensures seamless adoption by our teams."

Infor

Benefits

Infor CloudSuite is industry-complete
Infor CloudSuite comes complete with pre-built, pre-defined industry-specific processes and workflows such as quality management and LOT traceability. For Asambeauty, Infor CloudSuite's inherent industry-complete approach means moving quicker to implement value-added processes right out of the box.

Support for global growth
Infor CloudSuite's multi-tenant architecture on the Amazon Web Services® (AWS) Cloud will enable Asambeauty to scale operations effortlessly. The cloud infrastructure allows for rapid setup in new locations and automatic adaptations based on changing business needs. Furthermore, Infor's global footprint will ensure Asambeauty can seamlessly expand its operations across borders while maintaining consistency across processes.

Multi-site ability
By enabling Asambeauty to manage multiple production and distribution sites from a single platform, Infor CloudSuite will boost efficiency and productivity across its operations.

Faster time-to-market for new products
Infor CloudSuite's integrated Product Lifecycle Management solution will allow Asambeauty to streamline product development, enabling faster innovation cycles, more rapid responses to consumer trends, and speeding up the time to market for new products.

Enhanced omnichannel strategy
Infor and its implementation partner, OSP, will be crucial in driving Asambeauty's omnichannel strategy forward. Infor CloudSuite's robust support for e-commerce, retail, and customer engagement will help Asambeauty to enhance its customer experience across multiple platforms and channels.

Flexible and future-proof
Powered by AWS, Infor CloudSuite's multi-tenant delivery model provides automatic updates, eliminating the need for disruptive manual upgrades. This means that Asambeauty will always have access to the latest features and capabilities, helping to future-proof the business.

"In Infor, we've found a solution that can support all of our business goals, helping us to boost efficiency, improve traceability, and enhance product quality. With Infor CloudSuite, we're confident that we will be well placed to accelerate our global growth, underpinned by a flexible, scalable and responsive solution to maintain our position as a leading innovator in the beauty industry."

Infor's truly global reach and support means the solution can scale across international markets without compromise, making it the right solution to support Asambeauty's growth trajectory.

About Infor

Infor is a global leader in business cloud software products for companies in industry-specific markets. Infor builds complete industry suites in the cloud and efficiently deploys technology that puts the user experience first, leverages data science, and integrates easily into existing systems. Over 67,000 organizations worldwide rely on Infor to help overcome market disruptions and achieve business-wide digital transformation.

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Drive industry-specific growth with Infor CloudSuite

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