



## CASE STUDY

### CHALLENGES

Beauty Counter, an American skincare and cosmetics company, was having trouble reporting in a timely and accurate manner. They were using spreadsheets in Excel to track their financial reporting, commissions, and HR reporting. If Beauty Counter's board required a report, it would take 3-5 days to put the full report together. Data was hard to find and was coming from multiple sources. Formulas had to be re-calculated and checked over before completing a report because there were inaccuracies pulling data from Excel. The extended period of time needed to collect and create reports caused reports to be inaccurate, because by the time the report was completed data had already changed. This reporting lag made it nearly impossible to accurately look at information and plan accordingly.

The company was in desperate need of a new implementation. They wanted to experiment with new go to market strategies, like selling their products wholesale. But they would be unsuccessful if they could not track their efforts in real time. Beauty Counter needed a system that was flexible enough to grow and change as their go to market strategy changed. Within their current systems and processes, they could not grow or make major modifications.

Beauty Counter was going through a significant SAP implementation, but they needed Anaplan to reach their reporting goals and to achieve the flexibility needed to change their market strategies. Beauty Counter outgrew Excel, and Anaplan and Allitix were chosen to solve their problems.



**Reporting took 3-5 days**



**Data was in Excel spreadsheets**



**Lack of growth and flexibility**



**Cannot track data in real-time**

Allitix began building with the new Anaplan implementation. Beauty Counter did not have accurate data, because SAP was still in the process of being implemented, but Allitix still continued with the project. Allitix managed to seamlessly incorporate Beauty Counter's other software tools (Looker, Pheonix, and Paylocity) into Anaplan. This incorporation meant that Beauty Counter could pull data from one consolidated source, rather than having to search through multiple sources. Reporting went from taking 3-5 days, to taking 5 seconds.

Allitix created accurate P&L reporting, commission detail, headcount reporting, and more. Within Anaplan, Allitix was given the ability to break data down further for more accurate and efficient reporting. For example, commission reporting can be broken down monthly and by sales person.

This implementation eliminated the need for time consuming monthly reporting, when live data can be pulled automatically, in 5 seconds. Data was quick, accurate and organized within Anaplan.

-  **Income statement & balance sheet**
-  **Centralized data hub**
-  **Consolidation of data and various complex spreadsheet "applications"**
-  **Fleet plan (maintenance plans and spend analysis on different planes)**

## R E S U L T S

Allitix's implementation accomplished exactly what Beauty Counter needed. The project was completed within the proposed timeline and within budget. Information can be pulled in real time; reforecasting can be done multiple times a day rather than once a month. The model is also set up to be flexible and adaptive, so if their go to market strategy changes, it won't take weeks to build another model.

Beauty Counter was incredibly engaged, and employees learned how to use the tool effectively. The implementation is saving them time, giving them accurate reporting, and allowing them to grow and change without uprooting the business.





## ABOUT ALLITIX

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We are a people-driven consulting firm which prioritizes the goals and vision of our clients but also invests to empower its individuals. Our guided approach enables our clients to deliver immediate project results while providing them the knowledge and skills to maximize and drive future success.

- We are focused on people.
- We help you stay one step ahead.
- We are in this together.

## WHAT WE DO

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### 1. STRATEGY & OPERATIONS

We help our clients see the bigger picture through planning and analytics.

### 2. TECHNOLOGY ENABLEMENT

We give your users and model builders the tools and resources needed to build a true connected planning process across your organization.

### 3. BUSINESS PERFORMANCE MANAGEMENT

People, process, technology, & data are the pillars of performance management. We help you lay the foundation which scales for success.