



glassybaby® Combines Beauty and The Power of Giving with SuiteCommerce Advanced

"We're thrilled with our new SuiteCommerce Advanced website, and thankful that we selected Explore Consulting as our technology partner for the development and launch. The round-the-clock hard work and dedication from the Explore team did not go unnoticed. As challenging as this project has been, I am so grateful we've had you on our team! Keep up the great work!!!"

- Jessica Thomas, Online Marketing & Merchandising Manager

Background: [glassybaby®](#), a tealight and votive glass candle holder company, started when Lee Rhodes, 32 at the time and a mother of three, was undergoing chemotherapy. Her husband, who had taken glassblowing lessons, brought home a simple glass cup as a gift. Rhodes dropped a tea candle inside and experienced what she describes as a moment of surprising peace. Soon, Rhodes was lighting the colorful candles all over the house – she had no clue how big the idea would become. Rhodes is the founder of [glassybaby®](#), a Seattle-based company that sells more than 400 colors of hand blown glass candleholders and drinkers, and that donates 10 percent of its sales to the [glassybaby white light fund's](#) philanthropic causes. Through this non-profit they established, white light allows [glassybaby](#) customers to support causes consistent with the [glassybaby](#) mission of helping people, animals, and the planet heal.

Issue: [glassybaby®](#) is an organization with real heart. When they came to Explore Consulting they were interested in ramping up their current NetSuite installation to improve daily operations, and move their Ecommerce platform from OsCommerce to NetSuite [SuiteCommerce Advanced](#) in order to leverage native integration to the back office. By doing this, they would be able to consolidate all inventory, customer, and transactional data into a single source of truth, as their POS system also uses NetSuite.



While [glassybaby®](#) was utilizing NetSuite to operate their business, the rapidly expanding company had to address several new efficiencies. Including: inventory management, daily tender reconciliation by customer and location, complicated tax rate calculations between systems, and better asset tracking, to name a few. [glassybaby®](#) was working double time as both the B2B and B2C sides of the business were growing quickly, and needed to streamline to keep up.

Solution: As a [SuiteCommerce Certified Digital Agency](#), Explore Consulting was tasked with implementing several add-ons to [glassybaby's®](#) SuiteCommerce Advanced web implementation. The team's focus was creating functionality and developing a modern aesthetic for their customers, with a keen focus on an overall improved user experience. Two of the key add-ons utilized were developed here at Explore Consulting from our [SuiteCommerce FastTrack](#)



collection. These pre-built modules provided a jumpstart approach to building their SuiteCommerce Advanced webstore for fulfilling the magnitude of requests, and to help expedite the development process. glassybaby® customers enjoy several features that allow for a visually appealing user

experience, including a lightweight and attractive homepage, a customized slide-in cart, a floating glassybaby category experience, and product detail pages with a dynamically adjustable zoom feature. glassybaby's® personal touches are seen just as much on their website as they are on their votives.



Results: By implementing [SuiteCommerce Advanced](#) glassybaby® now has the streamlined efficiency they were hoping to achieve, and the ability to concentrate on their daily B2B and B2C operations, their customers, and philanthropic passions. glassybaby® achieved all their customization needs in NetSuite by leveraging Explore's award-winning expertise in SuiteCommerce. This single [ERP system](#) will provide customized visibility to all their departments and management. Their entire wholesale B2B business is now linked into their NetSuite account - from initial sale to drop off as the truck delivers to their customers. Moving forward with NetSuite glassybaby® will enjoy their record-breaking growth and continue healing the world by "hand-blown glass with color and light for people who love to give kindness".

About Explore Consulting

Based in Bellevue, Washington, Explore Consulting was founded in 2001 and is a professional services company dedicated to providing innovative and cost-effective solutions for their customers' database and IT systems' needs.

Having specialized in SaaS solutions for more than 15 years, Explore Consulting is the largest and most

experienced NetSuite reseller and solution provider in the Northwestern United States. Explore Consulting is well-known as a leader in NetSuite implementation, customization, integration and Ecommerce, and has also been a 12-time NetSuite Star Performer, won 27 NetSuite awards, has twice been named NetSuite Partner of the Year, Americas, and in 2016 was named NetSuite SuiteCommerce Partner of the Year.

For more information, visit <http://www.exploreconsulting.com>

