



## Case Study – Home Party Business Built In NetSuite

*"In order to handle the launch of our new LoveLife product line, we turned to Explore to help us transition to the newly integrated website. Explore is not only a great business partner but an integral part of our system architecture team - driving efficiencies and process improvements."*

*- Brian Dunham, Owner, Suki LLC dba OhMiBod*

**Background:** [OhMiBod](#) is the creator of the original music powered adult toy line. The female-owned and operated company is driving the evolution of the pleasure industry with an expansive range of high quality, body-safe products that combine technology with sensuality. OhMiBod has evolved into an award-winning innovator of technology-focused pleasure products that boast features such as wireless remote control, Bluetooth connectivity, and triple stimulation. A co-branded venture with Kandi Burruss opened up a new line of business, called Bedroom Kandi, based on the quality and ingenuity built into OhMiBod products.

**Issue:** The Bedroom Kandi team needed the systems to support their new home party and consultant business line. The system needed to be multi-faceted providing everything from allowing interested hosts to sign up and be assigned to a consultant, to tracking the application, status, teams, orders and commissions of consultants while tying directly into their existing NetSuite accounting, CRM, and order management processes.

**Solution:** The Bedroom Kandi team approached Explore Consulting with initial system requirements that were needed to kick-off their new consultant based business but had no knowledge of how to build it or what the system would require. Explore built a custom solution in which party hosts would sign up and be assigned to a consultant based on customizable assignment criteria, such as what level of consultants get new leads and the location of the party host as well as the consultant's preferred travel distance. A custom consultant sign up and approval process was also designed to enable configurable approval rules and ensure new applicants are able to efficiently

complete the sign up process and gain access to their consultant portal only once all necessary training and other steps were completed.

Explore also built a NetSuite-hosted consultant portal where consultants can see real-time order and performance information as well as perform all the tasks necessary for their home party business. Utilizing as much native NetSuite functionality as possible was a key goal to take advantage of already built order entry and security features. New features were built to enable hostess gift rewards and ordering along with management of party host leads and team members.

The solution also includes automated re-assignment of the host to a new consultant if their consultant leaves the program and automated restriction of access if the consultants do not pay their fees. Each consultant also has their own website so they can direct customers to their webpage for commissioned orders, team sign up, or to host a party.

Bedroom Kandi's new customized NetSuite website, customer center and back office systems are allowing them to grow their new consultant business much more rapidly than would have otherwise been possible.

### Key features include:

- Ability to calculate and record consultant discounts and incentives based on the individual consultant's sales and the team's sales – real time
- Ability for consultants to pay for multiple orders at once

- Ability to offer one time purchase discounts to consultants
  - Ensure orders are held from shipping until they are completely paid for by the consultant
  - Automated calculation of hostess gifts rewards with custom order entry designed to provide an intuitive interface aimed at maximizing the hostess experience
  - Automated re-assignment of hostesses to new consultants to ensure leads are converted as quickly as possible
  - NetSuite security along with complete and real time integration with NetSuite inventory, accounting, CRM and order management processes.
- Results:** OhMiBod is now able to grow its party based business and interact with consultants in a way that is necessary for their new business. With their customized NetSuite solution, they can confidently acquire more consultants with a system that can successfully manage them and all the orders they produce.

## 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 11 years, Explore Consulting is the largest and most experienced NetSuite reseller and solution provider in the Northwestern United States. Whether you are looking for assistance with your NetSuite purchase and implementation or needing to integrate your NetSuite account to an external data

source, Explore is your one stop NetSuite service provider. Explore Consulting is well-known as a leader in NetSuite customization, integration and extensibility, and was recently included on the Inc. 5000 list of fastest growing privately owned companies in the U.S. for the fourth year in a row as well as the Puget Sound Business Journal's 100 Fastest Growing Private Companies. Explore has also been a 7-time NetSuite Star Performer and was recently named as 2011 NetSuite Partner of the Year, Americas. For more information, visit [www.exploreconsulting.com](http://www.exploreconsulting.com).