

Living Proof: From Startup to Thriving Company with SAP® Business ByDesign®

Customers love the hair-care products created by Living Proof. Born in the heart of biotech, in Cambridge, Massachusetts, Living Proof was founded by world-class biotech scientists and beauty experts with one simple ambition: challenge conventional wisdom to solve the toughest beauty problems. With over 85 awards to date, the company develops innovative solutions that change the way hair behaves, revolutionizing the world of beauty. In order to move from a small startup to a thriving company with multiple product lines, Living Proof knew it needed new IT solutions. But with such a small staff, there wasn't room to bring in an IT department.

Living Proof turned to the SAP® Business ByDesign® solution to take its business to the next level. With the solution, Living Proof has strengthened its supply chain and manufacturing, and has created a routine process for distribution. SAP Business ByDesign manages processes throughout the company, including finance, production planning, forecasting, and employee transactions. And most important, with the new support, Living Proof has increased its product portfolio by 230% and increased revenue by 330%.



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Living Proof grows with SAP® Business ByDesign®

Company

Living Proof Inc.

Headquarters

Cambridge, Massachusetts

Industry

Consumer products

Products and Services

High-end hair-care products

Employees

60

Web Site

www.livingproof.com

Objectives

- Integrate third-party logistics
- Control channel growth and working capital
- Improve business forecasting
- Track retail performance metrics
- Build brand size and awareness
- Grow top line and profit
- Maintain discipline within business processes
- Manage cash flow

Why SAP

- Cloud solution that requires minimal infrastructure
- Replacement for outdated spreadsheets
- Ability to expand product lines and sales channels
- Room for growth with the SAP® Business ByDesign® solution

Resolution

- Implemented SAP Business ByDesign
- Improved technology systems without creating an IT department
- Strengthened supply chain and manufacturing
- Created a routine process for distribution and manufacturing
- Managed processes throughout the company, including finance, production planning, forecasting, and employee transactions

Future plans

- Implement the SAP BusinessObjects™ Business Intelligence suite
- Deploy SAP BusinessObjects Web Intelligence® software to gather real-time reporting on retail sales

330%

Growth in revenue

Improved

Ability to introduce new product lines

230%

Growth in product portfolio

400%

Unit volume growth

“We haven't shed headcount since implementing SAP Business ByDesign, but it has allowed us to grow. We don't wonder anymore what's going to happen when we book a transaction; we know how it will flow through the solution. Without SAP Business ByDesign, we could not run a profitable business.”

Terry Rice, Director of Finance, Living Proof Inc.