

TRIA Beauty

Intuitive™ ERP



Intuitive ERP Helps TRIA Beauty Change the World of Hair Removal

Breakthrough Product Brings Professional Quality Hair Removal to the Home



From the Office to the Home

A relatively young company, TRIA Beauty makes and sells an advanced hair removal system that has been praised as a breakthrough that “has consumers migrating from dermatologists’ offices and spas to the privacy of their bathrooms for services that were previously only performed by professionals,” according to Jenny Fine, editor of *WWD Beauty Biz* magazine.

In 1993 a team of scientists, engineers and dermatologists first developed the diode laser hair removal methodology. Five years later, TRIA Beauty (originally SpectraGenics) was formed to make this breakthrough technology safe and available for home use.

The company’s mainline product, the TRIA Laser Hair Removal System is available online and through selected dermatologists, spas, and other outlets. Cleared by the FDA for home use, the TRIA Laser Hair Removal system is affordable, effective, and safe.

Bringing the Product to Market

Operating from a single plant in Pleasanton, Calif., TRIA Beauty opened its doors in 2003 and began engineering development, then production and sales, of the home-use laser removal product, continuously improving the product and the process.

“Since we are an engineering-oriented company, our first need was to control engineering and bills of material. We started with a software product called ‘Parts and Vendors’ to do that,” explains Lily McLanahan,

TRIA Beauty’s director of global supply chain explains. “Through the engineering development phase, Parts and Vendors handled the items, bills of material, and the purchasing necessary to support the development effort.”

As volume increased, it became clear that inventory control was becoming a significant issue. TRIA Beauty implemented the Intuitive ERP software system in 2005 to help manage production, planning, customer orders and purchasing, as well as inventory. “Intuitive has been an important part of our ability to move from development into production efficiently and effectively,” says McLanahan.

TRIA Beauty still uses Parts and Vendors for engineering control, but now relies on Intuitive for all things production related. When new parts and configuration changes are released to production, they are entered into Intuitive ERP for planning and inventory control. TRIA Beauty also uses Intuitive ERP for production scheduling, job tracking, and purchasing.

Continuing Improvement

Currently, the company only produces one product, in relatively large quantities, and that product is being revised continually. “Our biggest challenge is keeping up with the changes,” says McLanahan. “It makes planning difficult, but it also makes planning that much more important.” A second product is scheduled to be released in the near future. It, too, will likely exhibit active engineering activity.

Return on Investment at a Glance:

The implementation of Intuitive ERP at TRIA Beauty, a leader in light-based therapeutic beauty systems that incorporate clinically-proven aesthetic technologies for at-home personal care regimens, has contributed to the following results:

- Successful move from development and prototyping to full production.
- Effective production and inventory control in an active development environment.
- Successful launch of web-based credit card sales capability to complement traditional sales ordering process.
- Integrated ordering/shipping/billing process using third-party fulfillment contractor (3PL) for superior customer service.

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— **Lily McLanahan**, Director of Global Supply Chain, TRIA Beauty

On the customer order side, TRIA Beauty uses a third-party logistics service (3PL) for fulfillment. "We take the order in Intuitive ERP and send it over to the 3PL using a web document," says TRIA Beauty IT Manager Duane Hole. "They ship the product and send the information back to Intuitive for invoicing." TRIA Beauty also does a fair amount of web sales via credit card payment and is in the process of building more automation into that process to speed it up and reduce the need for human intervention.

Intuitive is helping to keep production of the TRIA Laser Hair Removal system moving and inventory in control. The order and fulfillment system provides a tight link between TRIA and the 3PL and back to TRIA to get orders shipped efficiently and cash flow in tight control.

Intuitive is an essential part of TRIA Beauty's operations. "Despite the challenges we have made for ourselves with our constant flow of engineering changes, Intuitive planning and production control are a key part of our business, as are customer orders and purchasing," says McLanahan.

Intuitive is proving itself to be more than up to the task of helping this fast growing company deal with the business of revolutionizing the world of laser hair removal.

CASE STUDY

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