

BEAUTYNOVA

Global excellence in professional hair care

Beautynova is a group of selected companies operating in the professional hair care industry, created for the development and consolidation of successful brands distributed worldwide.

The journey of Beautynova began in 2012 and the Group was formed in 2020 through a process of acquisition and consolidation of some of the most innovative professional hair care brands, becoming one of the largest independent global platforms in the sector.

Beautynova is a leader in developing professional hair care products, with over 18,000 proprietary formulations. Today, the Group generates 75% of its revenue outside Italy, its domestic market, and exports to more than 70 countries. The Group owns a premium portfolio of brands: Beautynova Elite, Medavita, z.one concept™, milk_shake®, simply zen, DEPOT®, NO INHIBITION, URBAN TRIBE™, Hair Company, and ING.

The company has a track record of successfully developing the acquired companies, respecting their history, supporting their brands, empowering their personnel and management, building on their distribution network, and strengthening existing partnerships. They have offered them world-class management support, systems, and tools, as well as financial resources to support the realization of visions.

**BEAUTYNOVA**

Sector
Cosmetics
Chemical



Presence
+80 Country to which we
export
15.000 Formulas of
Laboratory



Turnover
€ 52 MLN (2023)



sedApta Modules
Resource & Supply
Planning MES
Bricks

"Hair with Care" is the Group's philosophy, taking care of every customer while pursuing social and environmental sustainability goals. Their care becomes a responsibility towards all stakeholders, the planet, and the people inside and outside the company.

Analysis

sedApta has supported BeautyNova in enhancing operations through a complete digital transformation, improving the company's efficiency and competitiveness in the market, with the following objectives:

- **Improvement of customer service:** Optimize processes to ensure more efficient and responsive service.
- **Reliability of planning:** Increase planning accuracy and reduce errors.
- **Strategic vision of demand:** Provide a medium/long-term perspective on the impact of demand on production capacity.
- **Material allocation:** Manage materials based on commercial priorities for a smoother supply chain.
- **Proper feeding of MRP procedures:** Improve data integration and accuracy for optimal resource management.
- **Cloud platform modernization:** Improve scalability and flexibility of business technology.
- **Integration with the ERP system chosen by BeautyNova - Oracle JDE:** Optimize the information flow between business systems.
- **Evolution towards advanced planning:** Implement solutions for proactive production management
- **Better usability:** Ensure an intuitive platform to improve operational efficiency.
- **Access to new features:** Provide advanced tools such as checklists and analytics for more comprehensive management.

Solution

To meet the specific needs of the client, the sedApta group has planned the adoption of the following modules to optimize operational and production processes:

- **R&SP (Resource & Supply Planning):** This module allows for integrated resource and supply planning, enabling the client to better manage production capacity, optimize the supply chain, and ensure accurate and flexible planning.
- **Bricks:** A modular solution that provides advanced functionality for the management and integration of operational processes, supporting collaboration between various departments and improving the efficiency of the entire organization.
- **MES (Manufacturing Execution System):** The MES system, integrated with production machines, allows real-time monitoring and management of all production stages, improving traceability, efficiency, and quality of production processes.

The modules adopted from the sedApta Suite work synergistically to offer a complete and flexible solution, capable of meeting the client's needs in terms of production optimization, planning improvement, and advanced resource management.

Benefits

Thanks to the implementation of the solution, BeautyNova has achieved the following significant results:

- Medium/long-term production planning with infinite capacity: A production planning system has been implemented to monitor and control material availability, ensuring more efficient resource management.
- Definition of long-term production proposals: Production proposals for finished products have been developed with exact quantities, which are automatically sent to the ERP system for Work Order definition, thus optimizing workflow.
- Short-term production proposals for Semi-finished products (Bulk): BeautyNova has implemented production proposals for semi-finished products with aggregation based on batch and coverage logic, also sending these proposals to the ERP system for automatic Work Order definition.
- Short-term production proposals for Semi-finished products (Compound): Production proposals with exact quantities have been defined for Compound semifinished products, with automatic submission to the ERP system for Work Order management.
- Work Order operations: Work Order operations have been improved, allowing for cancellation and modification of the planned date, for more flexible and responsive management.
- Management of phase-out for purchase materials: BeautyNova has implemented an effective system to manage the phase-out of purchase materials, optimizing inventory turnover and reducing costs.
- Integration of production order progress with JDE: The management of production order progress has been integrated with the new JDE system, improving synchronization between production and resource management.
- Real-time reaction to disruptive events: Thanks to the new solution, BeautyNova can react in real-time to disruptive events, improving production resilience.
- Bidirectional exchange of information with production machines: A bidirectional exchange of information with production and packaging machines has been implemented, facilitating more efficient management of operational processes.
- Access to additional quality features: BeautyNova now has advanced tools for quality management, such as checklist management, to ensure high standards.
- Advanced reporting: Reporting on production data and efficiency analysis (OEE) has been enhanced, providing key indicators to monitor performance and identify improvement opportunities.

These results demonstrate how the implementation of the sedApta solution has transformed BeautyNova's operations, improving production efficiency, quality, and responsiveness.