

**BARE ESSENTUALS**

Bare Escentuals, Inc.  
San Francisco, CA  
www.bareescentuals.com

**Industry:**

Consumer Goods

**Annual Revenue:**

US\$394.5 million

**Employees:**

501 to 1,999

**Oracle Products & Services:**

Oracle E-Business Suite  
Oracle Warehouse Management  
Oracle Advanced Pricing

**Oracle Partner:**

DAZ Systems, Inc.  
www.dazsi.com

**“By implementing Oracle E-Business Suite applications, we were able to support recent business growth and are on track to realize a positive return on investment in less than one year.”** – Paul Wagner, Chief Information Officer, Bare Escentuals, Inc.

**Bare Escentuals Centralizes Business Processes to Meet Customer Demand and Support Growth**

Bare Escentuals, Inc. develops, markets, and sells cosmetics, skin care, and body care products. With a commitment to using no chemical additives, its brands are some of the hottest names on the market—bareMinerals, RareMinerals, and Bare Escentuals. Since opening its first store in 1976, Bare Escentuals now sells and distributes products all around the country and the world.

**Challenges**

- Increase operational efficiency and drive higher profitability by creating a centralized warehouse management system
- Forecast demand and adequately manage the production and distribution of goods
- Increase product supply to meet customer demand
- Integrate and scale the company’s existing IT systems to meet company growth
- Ensure meeting the supply chain requirements of wholesale partners

**Solution**

- Implemented Oracle E-Business Suite applications to create an integrated and scalable IT environment that gives Bare Escentuals the ability to centralize and improve development, production, and distribution processes
- Consolidated legacy applications to optimize system utilization, provide the capacity to support future growth, and meet regulatory compliance and supply chain requirements
- Improved ability to meet industry regulations for credit card processing
- Positioned company to meet general system controls outlines by the Sarbanes-Oxley Act
- Worked with Oracle Partner DAZ Systems, Inc. to streamline implementation and adoption of the new system
- Estimated a positive return on investment in the span of a year
- Improved inventory turn significantly
- Positioned in-stock products to meet growing demand; with a fill-rate in the high 90<sup>th</sup> percentile