



הגשת מועמדות לתחרות מצטייני המחשוב 2022

המצגת מפרטת את תוכן וסדר הדברים שיש להציג על מנת להגיש מועמדות לתחרות.
הפורמט הינו אחיד לכל המתמודדים, מצגות אחרות לא יתקבלו.



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“Doona”

ERP (sales, operations, finance and logistics) +
EDI + E-commerce + Shipping system
+ Int’l Marine logistics

In an Omnichannel distribution global group



Doona Car Seat & Stroller



Liki Trike

Yosi Wiesel
Optimum IT
December 2022





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The company - Doona

- Doona™ is a visionary company committed to improving and simplifying the lives of parents and their babies by introducing innovative products and solution.
- Its flag product is a unique self developed patent of combining car seat and stroller

Transforms from Car Seat to Stroller in seconds

One simple motion, opens and closes at a click of a button.





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The Doona group

- The headquarter is in Honk Kong
- Sales in USA (B2B and B2C) is done by the US distributor subsidiary
- The US logistic center is in Miami FL
- Global sales is done directly to dealers all over the world
- Sales in France (logistic center in Germany) is done by the French subsidiary
- The production to the group is done in Chine controlled by local Doona's supervisor

The logo for 'doona' in a bold, lowercase, sans-serif font, set against a yellow rectangular background.



Doona worldwide presence



And dozens of worldwide local distributors





Project Objectives

The top goal of the project:

empower the Doona group in a very competitive, dynamic and challenging business environment,

by building streamlined processes, add sophisticated automation workflows and give the management tools for better understating and controlling the business

The method:

One unified global ERP for all the group subsidiaries with full and complete integarations with all satellite systems

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- **The Project Sponsor**

Amiad Raviv – Doona CEO



- **The Project Manager**

Yosi Wiesel – “Optimum, strategic IT consulting”



- **The Project Scope**

- Implementing NetSuite ERP and EDI and e-commerce Globally
- Establishing “one true” over the company and all its systems
- Supporting, improving and automating all company business processes, for all its subsidiaries
- Supply management sophisticated tools to control the business in an omnichannel market





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- **Systems Suppliers:**

- NetSuite for the core **ERP**
- eZCom software for the **EDI** systems
- ShipStation for the warehouse **shipping**
- Shopify for the **Ecommerce**
- Netscore (India based) for the **Shopify** integration
- NovaModule for the **Shipstation** integration based on **Celigo**
- Netscorte – for the **PayPal** integration
- Avalara – **Tax** compliance system
- Vizion - tracking **international ocean freight**
- Bill.com – Vendors' **payments** solutions

- **System Main Integrator:**

- Ran Segev and more – **NetCloud**

ORACLE®
NETSUITE

bill



ShipStation®

eZCom®

celigo

PayPal

Avalara

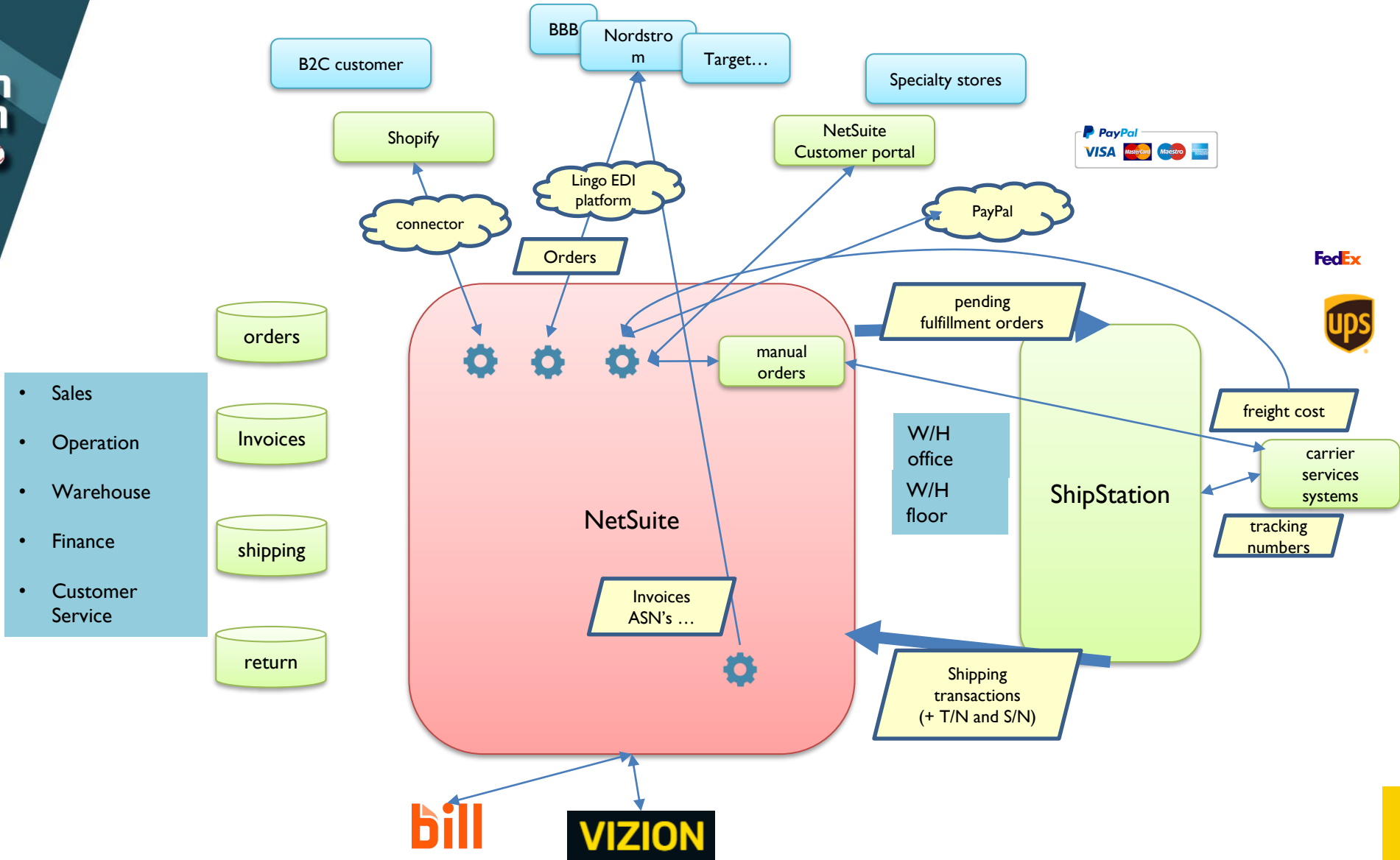
VIZION

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High-level Architecture

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Major challenges

1 - Omnichannel marketing - Controlling sales allocation

- The company sell in USA in five major channels:
 - Web for B2C
 - Huge chains (like Target, Dillards etc.) - B2B
 - FBA (Fulfilled by Amazon) retailers – B2B
 - Local stores placing their orders to operation team or via a customer portal
 - Customer service
- The business manager allocates for each channel a “piece” of the available stock, to tightly control “who sells what and how many”
- The business manager decides the internal allocation on daily basis according to the market demand and partners relationships
- NetSuite didn't support this feature so we developed a very complex logic to control it.



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Major challenges

2 – full integration with the chains' EDI systems

- Doona's huge chains customers (B2B) communicating with their vendors ONLY via EDI systems
- These sales are characterized by:
 - Large quantities (hundreds)
 - Long shipping dates
 - High orders value that must be checked against future stock availability and credit limits
 - Some chains runs their own e-commerce and Doona gets drop shipping orders to be delivered immediately
- Doona must strictly obey to their standards and work procedures, otherwise we lose sales and even pay penalties



Major challenges

2 (cont.) – full integration with the chains' EDI systems

- The communication is done for:
 - Getting PO's (and converting them to SO)
 - Reporting shipping – ASN documents (Advanced Shipping Document)
 - Transmitting the invoices
 - Transmitting inventory levels allocated for the chains' ecommerce sites
- Every chain has its own implementation of these documents with dozen of “bureaucratic” details
- We developed sophisticated workflows to support all these nuances
- We integrate Lingo **EDI** system with our ERP

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Major challenges 2 (cont.) – our EDI customers

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Featured Retailers

NORDSTROM

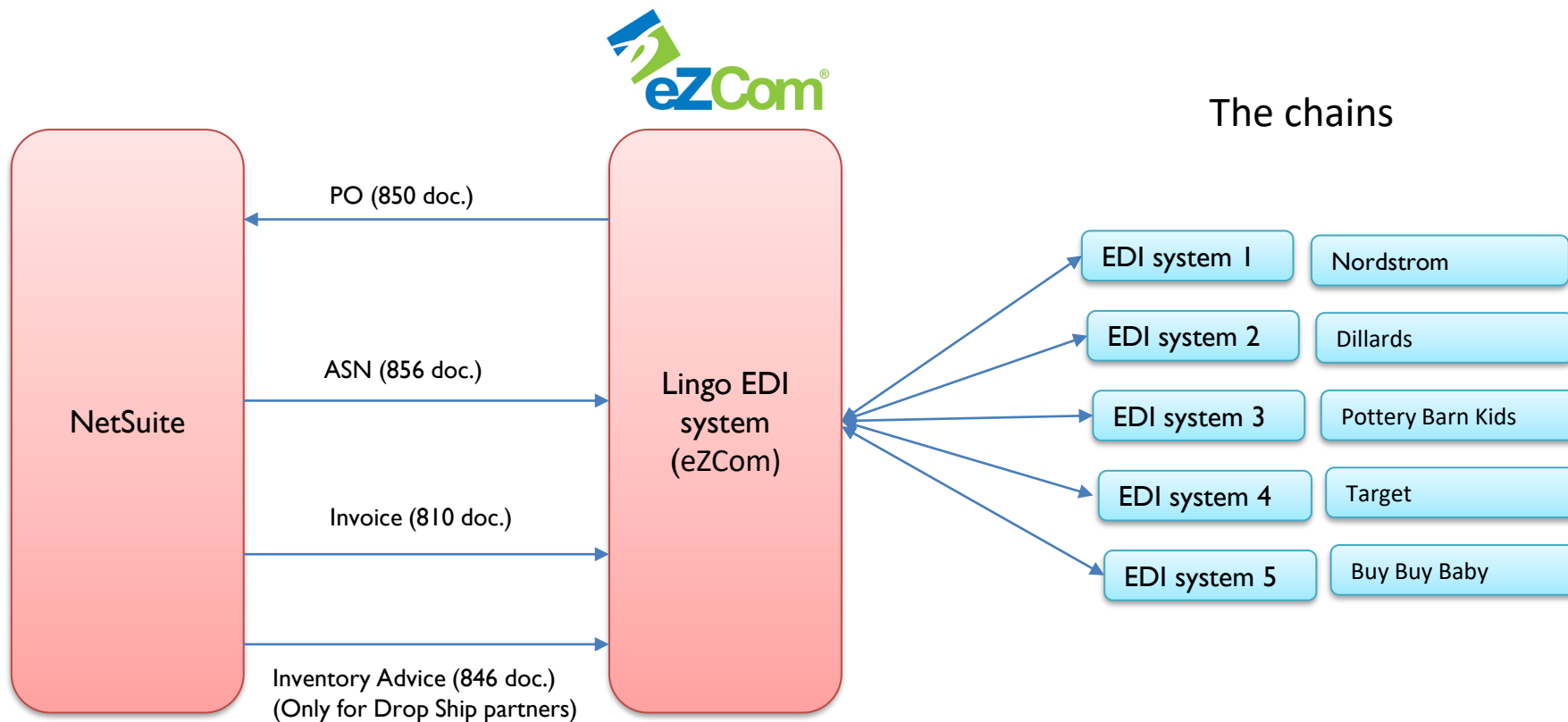




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The EDI (B2B) architecture





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Major challenges

3 – full integration with the Shopify (e-commerce) shops

- Doona's B2C sales are done by Shopify stores (UAS and France)
- These sales are characterized by:
 - 24X7 availability
 - Small quantities
 - Immediate shipping
 - Must support peak periods like weekends, black Friday, promotions etc.
 - High flexibility of changing or canceling the orders cause huge challenges in the integration process
- The warhorse is challenged by high flexibility in Shipping methods and carriers (FedEx, UPS etc.)



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Major challenges

4 – Heterogenous payments and “availability to promise” policies

- Doona practices various payments scenarios and availability to promise policies – based on the sales channel and the customer:
 - Shopify customer:
 - Pays online
 - We approve online against the ERP available stock (no shortage sales)
 - EDI customer
 - Have terms
 - We approve only after analyzing the available and expected supply
 - We check against credit limit
 - Private stores:
 - We approve only again immediate available stock
 - Customer pays by request to pay link we send. When he pays, immediately his order is released to the warehouse for shipping

The high level challenge is to make all this complexity, runs automatically as afar as possible



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Major challenges

5 – Hundreds of Specialty stores un USA

- Complicated selling and payments process
- Various shipping methods
- Large use of **Dropship**

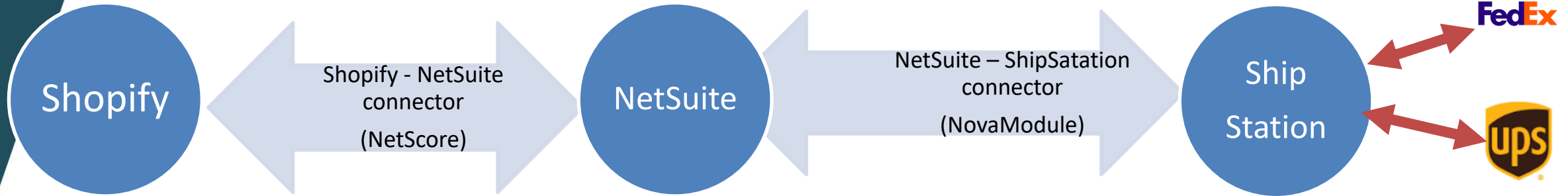




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The E-commerce (B2C) architecture





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Doona and COVID

- We experienced significant shift from the physical stores (Chains and local stores) to online: our Shopify stores and Amazon FBA
- Supporting the allocation management logic and decontrol in NetSuite gave us high benefit
- Doona, as a global player, is experiencing the global problem of global transportations. (From our factory in China to USA and all over the world)
- This caused us to tightly manage our containers business of the global carriers.
- Currently we are building a new integration with a leading company to supply us accurate and Realtime data for our containers.
- Due to the huge Amazon demand we devised a new shipping strategy of shipping directly to US ports (close to our major customers) rather than to our logistic center in Miami



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Doona and the global transportation crisis



- Since the COVID started, the world is in a global crisis with the global transportations.
- Containers prices soared sharply, and are very difficult to rent.
- This crisis effects our global supply chain: From Chine to worldwide distributors.
- It also raises our exposure to finance risks

- The “containers process” changed from a daily regular operation to management focused, complicated and very risky process
- To better manage this process we integrated our ERP with Vizion system
- Vizion system consolidates global shipping data from 98% of the shipping companies worldwide, and supply us (via API) an accurate and updated data for every containers we rent (i.e. the ETA, delays etc.)



Vizion: High Quality Ocean
Visibility



The project time table

- **Establishing the IT strategy** – February 2020
- Initial system architecture – April 2020
- Start implementation with NetCloud – August 2020
- Start Implementing the Shopify integration – August 2020
- Start Implementing the EDI integration –December 2020
- **Going live in USA** – January 2021
- Going live in France – June 2021
- Continue massive developments - during 2021, 2022
- Connecting a Norwegian Shopify –January 2023
- Going live in Hong Kong - 2023 (planned)
- Going live in Canada – 2023 (planned)

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System screenshots



Dashboard: NetSuite analytics –periodical analysis by sales channel

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ORACLE NETSUITE



Help Feedback Yosi Wiesel Traveler Innovations Ltd - Administrator

- Activities
- Maps
- Transactions
- Lists
- Reports
- Analytics
- Documents
- Setup
- Customization
- Commerce
- SPS Commerce
- Avalara
- Shopify

Home

Change Subsidiary Viewing: Portlet date settings, Primary Accounting Book Personalize Layout

Settings

- Personalize Dashboard
- Set Preferences
- Publish Dashboard List
- Change Email
- Change Password
- Reset 2FA Settings
- Generate 2FA Backup Codes
- Update Security Questions
- Manage Access Tokens

Reminders

- 1 Customer to Bill
- 245 TI Invoices Overdue

Calendar: My Calendar

Today 10/2021

My Calendar Month

MON TUE WED THU FRI SAT SUN

Yosi - Daily Sales (Invoiced) - SPD by channels

Sales Channel	Date (Month)				
	Grand Total	10	9	8	7
SPD Webshop					
SPD Amazon FBA					
SPD Chains					
SPD Specialty					
SPD CS					
Grand Total					

Top 7 customers by Month

By Month

Line Chart





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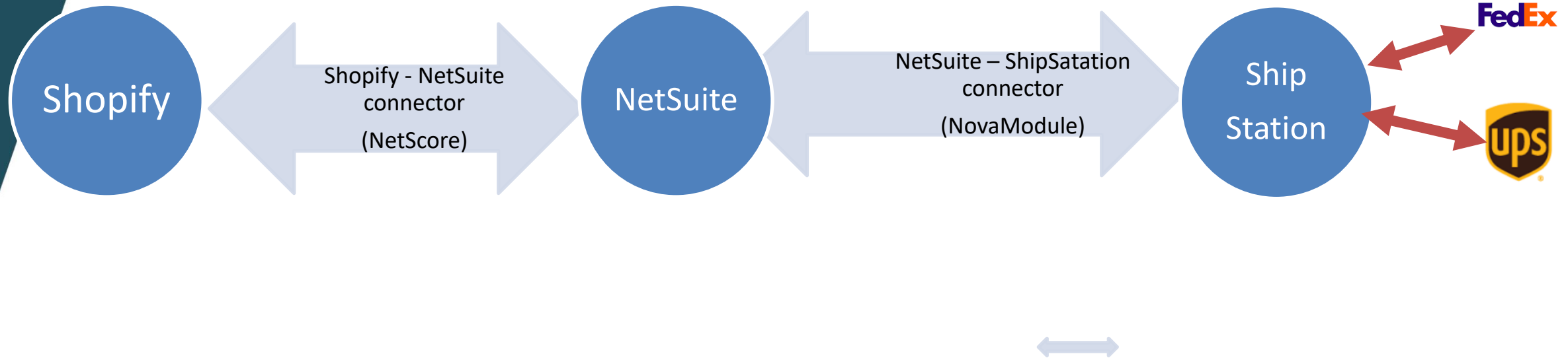


Here is an illustration of one “simple” B2C order (out of hundreds every day) –

Flowing from **Shopify** to **NetSuite** to **ShipStation**

and then all the way back ...

Till the customer gets a tracking email





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2 March 2021 at 9:46 from Online Store

The order is placed in Shopify

Unfulfilled (1) Edit

[Liki Trike - Midnight Edition](#) \$349.00 × 1 \$349.00
SKU: SP540-99-040-003

Mark as fulfilled Create shipping label

No notes from customer

Customer
[JORGE ICAZA](#)
1 order

CONTACT INFORMATION Edit
JXI1331@MSN.COM

SHIPPING ADDRESS Edit
JORGE ICAZA
353 FORT WASHINGTON AVE
APT 2F
NEW YORK NY 10033
United States
(646) 957-0216
[View map](#)

BILLING ADDRESS
Same as shipping address

Paid

Subtotal	1 item	\$349.00
Shipping	Free shipping (0.41 lb)	\$0.00
Total		\$349.00
Paid by customer		\$349.00

Timeline Show comments

YW Leave a comment... Post

Only you and other staff can see comments

- TODAY
- \$341.20 USD will be added to your Mar 4, 2021 payout. 22 minutes ago
 - Riskified captured \$349.00 USD on the Visa ending in 2427. ▶ 22 minutes ago
 - Order confirmation email was sent to JORGE ICAZA 22 minutes ago

Fraud analysis

LOW MEDIUM HIGH

Characteristics of this order are similar to non-fraudulent orders observed in the past

[Edit](#) [Back](#) [Cancel Order](#) [Create Deposit](#) [Create PO Ack](#) [Print Proforma Invoice](#) [Validate Order](#) [Approve](#) [Actions](#)

Primary Information

ORDER # SOSPD7551	DATE 03/02/2021	STATUS A	<input type="checkbox"/> FULFILLMENT PAYMENT HOLD
CUSTOMER 5028569448499 JORGE ICAZA	CURRENCY USD	EXPECTED SHIP DATE 03/03/2021	TOTAL PAYPAL FEES
PO # #Doons-49823	MEMO Riskified::approved, Riskified::submitted		

Summary	
SUBTOTAL	349.00
DISCOUNT ITEM	
TAX	0.00
SHIPPING COST	0.00
TOTAL	349.00

The order flows to NetSuite

This Sales Order has exceptions

Sales Information

SALES REP	SALES EFFECTIVE DATE 03/02/2021
-----------	------------------------------------

Classification

SUBSIDIARY SPD	DEPARTMENT	ORDER TYPE Sale	SALES CHANNEL Webshop
	CLASS		<input type="checkbox"/> IS DROP SHIP
	LOCATION		

Approval

<input checked="" type="checkbox"/> APPROVAL EXCEPTIONS	APPROVER	<input checked="" type="checkbox"/> TIME EXCEPTION	<input type="checkbox"/> EMAIL EXCEPTION	<input type="checkbox"/> EMAIL APPROVAL	<input type="checkbox"/> WEBSHOP EXCEPTION	<input type="checkbox"/> WEBSHOP APPROVAL	<input type="checkbox"/> PAYMENT EXCEPTION	<input type="checkbox"/> PAYMENT APPROVAL	<input type="checkbox"/>
APPROVAL COMMENTS		CREATION DATE 03/02/2021 4:47:33 PM	EMAIL SUBJECT				TOTAL DEPOSITS 349.00		<input type="checkbox"/>
		SCHEDULED RELEASE DATE 03/02/2021 7:47:33 PM					REMAINING AMOUNT AFTER DEPOSITS 0		

[Items](#) [Shipping](#) [Billing](#) [Accounting](#) [Relationships](#) [Communication](#) [Related Records](#) [System Information](#) [Custom](#) [Shopify](#) [PO Acknowledgements](#)

Related Records • Support Cases

DATE	TYPE	NUMBER	STATUS	LINK TYPE
03/02/2021	Customer Deposit	CPSPD6600	Not Deposited	Sales Order/Deposit



Orders Operation center

List Search Audit Trail

Sales Orders

VIEW TI Sales Orders

Edit View

New Sales Order

FILTERS

SALES CHANNEL

Amazon FBA
CS
Chains
Specialty
Webshop

CUSTOMER

- Mine -
- My Team -
1046195109939 daniel sulimani
1055347441715 Megan Hernandez

STATUS

- All -
Pending Approval
Pending Fulfillment
Cancelled
Partially Fulfilled

DATE

All

FROM

TO

IS DROP SHIP

- All -

PENDING MANAGER APPROVAL

- All -

IS DIRECT SHIP

- All -

STYLE

Normal

EDIT

QUICK SORT

TOTAL: 32

EDIT VIEW	DATE	DOCUMENT NUMBER	EXPECTED SHIP DATE	APPROVAL EXCEPTIONS	TIME EXCEPTION	ORDER AVAILABILITY EXCEPTION	PENDING MANAGER APPROVAL	AGE (DAYS)	PO NUMBER	CUSTOMER	IS DRO
 Edit View	03/14/2021	SOSPD9541	03/15/2021	Yes	No	No	No	1	#Doona-51362	5040119840819 Melinda Rivera	No
 Edit View	03/14/2021	SOSPD9623	03/15/2021	Yes	No	No	No	1	#Doona-51428	5043161301043 DANIELLE GUIDO	No
 Edit View	03/15/2021	SOSPD9704	03/16/2021	Yes	Yes	No	No	0	#Doona-51498	5043769245747 SUSAN WHITE	No
 Edit View	03/15/2021	SOSPD9707	03/16/2021	Yes	Yes	No	No	0	#Doona-51501	5041076699187 RHYANN SESLEY	No
 Edit View	03/15/2021	SOSPD9709	03/16/2021	Yes	Yes	No	No	0	#Doona-51502	5043795755059 SHANNON MOSER	No
 Edit View	03/15/2021	SOSPD9710	03/16/2021	Yes	Yes	No	No	0	#Doona-51503	5037146406963 TAYLOR HARSANYE	No

- Red flag – All exceptions which are not time exception.
- Orange flag – Time Exception. Time exception means you just need to wait, but eventually you might have no issues at all

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Doona USA

Order # **SOSPD7232**

Awaiting Shipment

Print Add to Batch Create Return

Order Details

View Shipment

Line Items 2 Awaiting Shipment Shipment 1

Add or Edit Items

Item

Item	Unit \$	Qty	Total \$
Doona Snap on Storage - Black SKU: SP106-99-001-099	\$40.00	1	\$40.00
Doona Infant Car Seat + Latch Base - Grey Hound, EN+SP, US SKU: SP101-10-030-003	\$499.00	2	\$998.00

Notes (4)

Note From Buyer 5026396700723

Note To Buyer Add

Gift Note Add

Internal Note Add

Custom Field 1 Webshop

Custom Field 2 **#Doona-49579**

Custom Field 3 F

If there are no change request during the next 4 hours
The order flows to the Warehouse system (ShipStation)

Shipments Labels Packing Slips Void Docs

Configure Shipment 1 Apply Preset

Ship Date: Today

Requested UPS Ground (unmapped)

Ship From SP Distribution - AmCar

Weight 71 (lb) 0 (oz)

Service UPS® Ground

Package Doona

L 18 W 21 H (in)

Insure Amt. \$ 1038

Rate: \$62.57

Delivery Time: Wednesday 3/3 by 11:00 PM

Create + Print Label

IF7138 5027398484019 Eve Goodman

SHIPPED

- Edit
- Back
- Auto-Pack Shipment
- Batch Print Labels
- Create Advance Ship Notice
- Create Consolidated ASN
- Add New Package
- Print Carton Label Batches
- Print BOL
- Actions

Primary Information

REF. NO.
IF7138

CUSTOMER
5027398484019 Eve Goodman

CREATED FROM
Sales Order #SOSPD7361

After shipping via ShipStation, it flows back to NetSuite with the Tracking number. The order marked as fulfilled and the stock level is reduced accordingly

Classification

ORDER TYPE
Sale

SALES CHANNEL
Webshop

LABEL MESSAGE

STATUS
Shipped

- Items
- Shipping
- Packages
- Relationships
- Communication
- System Information
- Custom
- GL Impact
- SPS
- Shopify
- Package Contents
- Advance Ship Notices

Shipping Address

ADDRESS
Eve Goodman
+12062406849
50 Lefferts Avenue
Apt 6E
Brooklyn NY 11225
United States Map

RESIDENTIAL ADDRESS

Shipping Information

IS DIRECT SHIP

SHIPPING CARRIER	SHIPPING METHOD	SHIPPING METHOD SCAC
More	UPS Ground	UPSG

SHIPPING COST
0.00

SHIPSTATION SHIPPING CARRIER
ups

SHIPSTATION SHIPPING SERVICE CODE
ups_ground

SHIPSTATION SHIPMENT TRACKING URL
<https://wwwapps.ups.com/WebTracking/processRequest?tracknum=1Z64871R4207869291>

SHIPSTATION SHIPPING COST
7.87

Bill Of Lading





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Timeline

Show comments

YW 😊 @ # 📎

Only you and other staff can see comments

TODAY

● \$154.66 USD was added to your [Mar 3, 2021](#) payout. 20:49

YESTERDAY

● This order was archived. 16:12

● NetSuite connector sent a shipping confirmation email to Eve Goodman (evemlgoodman@gmail.com). 16:12

● **NetSuite connector fulfilled 2 items from Florida. ▶** 16:12

● \$154.66 USD will be added to your [Mar 3, 2021](#) payout. 7:41

● Riskified captured \$160.00 USD on the American Express ending in 1010. ▶ 7:41

And NetSuite updates Shopify for the fulfillment.

● \$160.00 USD was authorized on the American Express ending in 1010 via Shop Pay. This authorization expires on [Mar 8, 2021](#) at 7:41 am. 7:41

● Eve Goodman placed this order on Online Store (checkout #19760498638899). 7:41

Fraud analysis

LOW MEDIUM HIGH

- Characteristics of this order are similar to non-fraudulent orders observed in the past
- Billing street address matches credit card's registered address

[View full analysis](#)

Tags

[View all tags](#)

reviewed, packed, delivered

Riskified::approved ✕

Riskified::submitted ✕





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Search

← #Doona-49696 ● Paid ● **Fulfilled** Archived

Refund Return items Print More actions < >

1 March 2021 at 7:41 from Online Store

✓ Fulfilled (2) #Doona-49696-F1

UPS
1Z64871R4207869291 Confirmed

Show more ▾

 1	Footmuff SKU: SP153-10-001-003	\$120.00 × 1	\$120.00
 1	Sunshade Extension SKU: SP109-99-001-099	\$40.00 × 1	\$40.00

Notes [Edit](#)

No notes from customer

Customer

[Eve Goodman](#)
1 order

CONTACT INFORMATION [Edit](#)

@gmail.com

And the customer get an email with the Tracking number

✓ Paid

Subtotal	2 items	\$160.00
Shipping	Free shipping (0.91 lb)	\$0.00
Total		\$160.00

Paid by customer \$160.00

SHIPPING ADDRESS [Edit](#)

Eve Goodman
50 Lefferts Avenue
Apt 6E
Brooklyn NY 11225
United States
+12062406849

[View map](#)

BILLING ADDRESS

Same as shipping address

Timeline

Show comments

Fraud analysis

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Behind the scenes 24X7– The integration engine (by Celigo)

Home > ShipStation - NetSuite Connector

Production

Sandbox



ShipStation - NetSuite Connector tag

Settings **Flows** Dashboard Connections Notifications Audit log Users Admin

Order

Fulfillment

Product

OnDemand

Order flows

Search...

Name ↑	Last updated	Last run	Mapping	Schedule	Settings	Run	Off/On	Actions
Sales Orders - Add Items Fulfillments as Sales orders from NetSuite to ShipStation ⓘ	4 weeks ago						<input type="checkbox"/>	
Sales Orders - Add Sales Orders from NetSuite to ShipStation ⓘ	4 weeks ago	5 minutes ago					<input checked="" type="checkbox"/>	
Sales Orders - Cancel Sales Orders from NetSuite to ShipStation ⓘ	4 weeks ago						<input type="checkbox"/>	
Sales Orders - Cancel Sales Orders from ShipStation to NetSuite	10 months ago						<input type="checkbox"/>	
Sales Orders - Cancel Sales Orders from ShipStation to NetSuite [PICK, PACK, AND SHIP]	7 months ago	7 months ago					<input checked="" type="checkbox"/>	



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Why Us

- Pioneers of many new business concepts that we implemented in the NetSuite system
- Very complex integration of 4 top-notch systems
- Operational system running 24X7
- Huge challenge of coordinating implementors from many companies, various organizational culture, spread global and in time of COVID.
- Implementing of 3 subsidiaries spread globally
- Re-engineering the legacy manual work flow of the company
- Establishing cross-organizational “IT oriented” culture
- Running the project with relatively very small IT team



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Thank you !

