BLUE ONION

STREAMLINING REVENUE RECORDING AND RECONCILIATION WITH BLUE ONION

ABOUT SUPERGOOP!

Discover how Supergoop, a leading skincare products company, transformed their revenue recording and reconciliation processes with the help of Blue Onion. By leveraging Blue Onion's innovative platform, Supergoop successfully addressed accuracy, efficiency, and transparency challenges in their financial operations.

PRE-BLUE ONION EXPERIENCE:

Supergoop's Corporate Controller, Cristina Ceballos, recounts their prior struggles with manual invoice creation for direct-to-consumer orders. According to Cristina, "Prior to using Blue Onion, our team manually created invoices for our direct-to-consumer orders. **With a high volume of orders ranging from 40,000 to 200,000 per month, importing each order into our general ledger system was impractical. This resulted in accuracy issues and a tedious and inefficient process.**"

DISCOVERING BLUE ONION:

Upon joining Supergoop, Cristina was introduced to Blue Onion's capabilities through a demo. She explains, "When I joined in August, I was introduced to Blue Onion's capabilities through a demo. I quickly realized the potential benefits and how it could provide a more efficient and accurate solution for our revenue recording and reconciliation."

Blue Onion is a leading provider of advanced accounting software solutions that automate order-to-cash reconciliations and revenue recognition for enterprises. Powered by cutting-edge machine learning algorithms, Blue Onion streamlines, cleans, matches, and reconciles complex transaction data across multiple systems, including order management, payment processors, return service management, and banks.

With a focus on data completeness and accuracy, Blue Onion is able to provide Supergoop with transaction-level reconciled data, accessible dashboards, ready-to-go journal entries, revenue statements, bank reconciliation, and transaction reports.
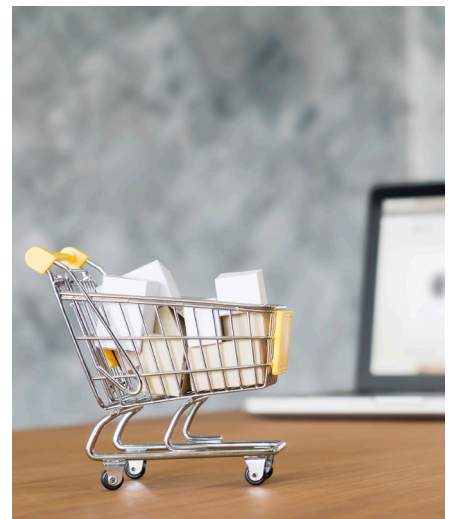
AT A GLANCE

Order-level reconciliation

Accurate revenue recording

Eliminated manual data entry

Real-time visibility into cash receipts and settlements

This case study highlights their journey, showcasing the expertise, reliability, and empowering nature of Blue Onion.

IMPLEMENTING BLUE ONION:

Cristina's expertise and persuasive skills played a key role in Supergoop's decision to adopt Blue Onion. She shares, "I highlighted the time-saving, efficiency, and accuracy improvements that the platform could bring." After careful consideration, Supergoop decided to move forward with Blue Onion, primarily utilizing it for recording direct-to-consumer revenue. Cristina adds, "We replaced the manual creation of invoices with a workbook integrated with Blue Onion's journal entry overview, resulting in improved accuracy and transparency."

CHALLENGES AND BENEFITS:

Before Blue Onion, Supergoop faced accuracy issues, delays in month-end closing, and a lack of visibility into order-level details. Cristina explains, "Blue Onion addressed these challenges by providing order-level reconciliation, accurate revenue recording, and real-time visibility into cash receipts and settlements. The platform significantly reduced the time required for revenue reconciliation and provided a more accurate and transparent view of our financial transactions."

Supergoop!

> " With Blue Onion, we have achieved notable gains in accuracy, efficiency, and transparency. The platform's order-level detail visibility ensures accurate revenue recording and eliminates the need for manual data entry. By automating tasks and providing real-time reconciliation, we have overcome previous inaccuracies and delays.

Cristina,
Controller at Supergoop!

PLATFORM USAGE AND FEATURES:

Supergoop's team extensively utilizes Blue Onion's intuitive features to streamline their financial processes. Cristina shares, "I export data from the journal entries tab and use it to accurately record revenue. The cash-in-transit feature helps us reconcile accounts receivable at month-end and track cash expected and received. The ability to export payout data by processor further assists in reconciling bank activity." Blue Onion's platform has truly empowered Supergoop, transforming their financial operations and making them more efficient and reliable.

ACCURACY AND EFFICIENCY GAINS:

Supergoop's implementation of Blue Onion yielded remarkable gains in accuracy, efficiency, and transparency. Cristina states, **"With Blue Onion, we have achieved notable gains in accuracy, efficiency, and transparency. The platform's order-level detail visibility ensures accurate revenue recording and eliminates the need for manual data entry. By automating tasks and providing real-time reconciliation, we have overcome previous inaccuracies and delays."** While the current process takes about two to three hours, it still represents a substantial time-saving compared to the previous manual approach.

BEST FEATURES AND BENEFITS:

Supergoop identifies Blue Onion's ability to provide organized order-level detail as its standout feature. Cristina highlights, "The best feature of Blue Onion is its ability to provide order-level detail in an organized manner. This feature enhances accuracy, transparency, and efficiency in revenue recording and reconciliation." She adds, "Accountants, including staff-level professionals, find great value in Blue Onion's capabilities. The platform addresses common challenges faced by accounting teams, making their tasks more manageable and empowering them to achieve greater financial success."

Supergoop's success story with Blue Onion showcases the transformative power of the platform in simplifying revenue recording and reconciliation processes. With improved accuracy, efficiency, and transparency, Supergoop has experienced significant benefits and positioned itself for further financial success. Blue Onion's expertise, reliability, and approachable nature have made it a trusted and indispensable tool for financial operations.

> "
> **The best feature of Blue Onion is its ability to provide order-level detail in an organized manner. This feature enhances accuracy, transparency, and efficiency in revenue recording and reconciliation."**
>
> **Cristina,**
> Controller at Supergoop!

BLUE ONION