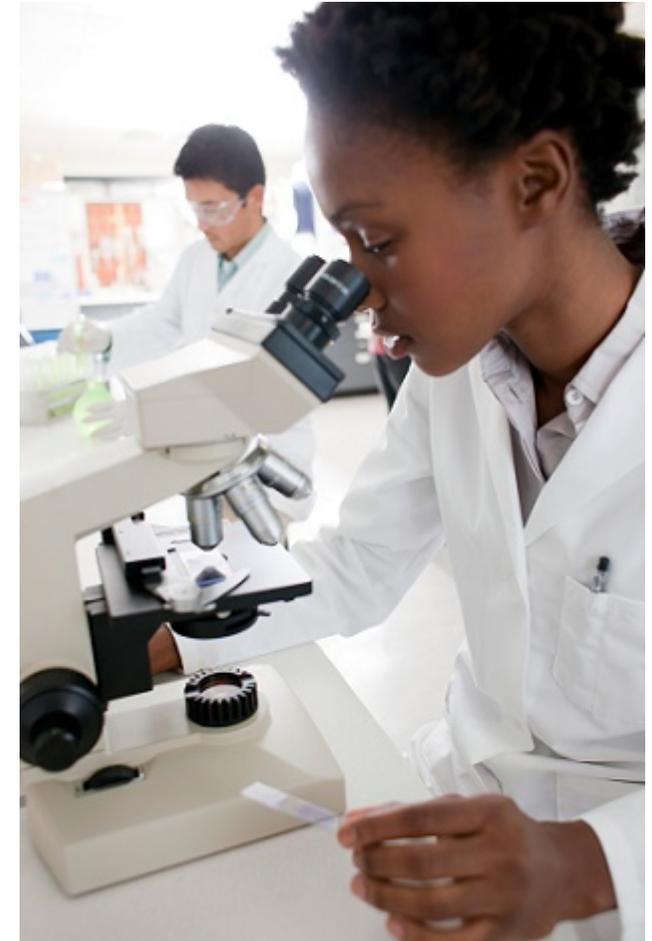


# Living Proof: From Startup to Thriving Company with SAP® Business ByDesign®

Customers love the hair-care products created by Living Proof. Born in the heart of biotech, in Cambridge, Massachusetts, Living Proof was founded by world-class biotech scientists and beauty experts with one simple ambition: challenge conventional wisdom to solve the toughest beauty problems. With over 85 awards to date, the company develops innovative solutions that change the way hair behaves, revolutionizing the world of beauty. In order to move from a small startup to a thriving company with multiple product lines, Living Proof knew it needed new IT solutions. But with such a small staff, there wasn't room to bring in an IT department.

Living Proof turned to the SAP® Business ByDesign® solution to take its business to the next level. With the solution, Living Proof has strengthened its supply chain and manufacturing, and has created a routine process for distribution. SAP Business ByDesign manages processes throughout the company, including finance, production planning, forecasting, and employee transactions. And most important, with the new support, Living Proof has increased its product portfolio by 230% and increased revenue by 330%.



Picture Credit | SAP SE, Walldorf, Germany | Used with permission.

# Living Proof grows with SAP® Business ByDesign®

## Company

Living Proof Inc.

## Headquarters

Cambridge, Massachusetts

## Industry

Consumer products

## Products and Services

High-end hair-care products

## Employees

60

## Web Site

[www.livingproof.com](http://www.livingproof.com)

## Objectives

- Integrate third-party logistics
- Control channel growth and working capital
- Improve business forecasting
- Track retail performance metrics
- Build brand size and awareness
- Grow top line and profit
- Maintain discipline within business processes
- Manage cash flow

## Why SAP

- Cloud solution that requires minimal infrastructure
- Replacement for outdated spreadsheets
- Ability to expand product lines and sales channels
- Room for growth with the SAP® Business ByDesign® solution

## Resolution

- Implemented SAP Business ByDesign
- Improved technology systems without creating an IT department
- Strengthened supply chain and manufacturing
- Created a routine process for distribution and manufacturing
- Managed processes throughout the company, including finance, production planning, forecasting, and employee transactions

## Future plans

- Implement the SAP BusinessObjects™ Business Intelligence suite
- Deploy SAP BusinessObjects Web Intelligence® software to gather real-time reporting on retail sales

## 330%

Growth in revenue

## Improved

Ability to introduce new product lines

## 230%

Growth in product portfolio

## 400%

Unit volume growth

“We haven't shed headcount since implementing SAP Business ByDesign, but it has allowed us to grow. We don't wonder anymore what's going to happen when we book a transaction; we know how it will flow through the solution. Without SAP Business ByDesign, we could not run a profitable business.”

Terry Rice, Director of Finance, Living Proof Inc.

---

© 2015 SAP SE or an SAP affiliate company. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP SE or an SAP affiliate company.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP SE (or an SAP affiliate company) in Germany and other countries. Please see <http://www.sap.com/corporate-en/legal/copyright/index.epx#trademark> for additional trademark information and notices. Some software products marketed by SAP SE and its distributors contain proprietary software components of other software vendors.

National product specifications may vary.

These materials are provided by SAP SE or an SAP affiliate company for informational purposes only, without representation or warranty of any kind, and SAP SE or its affiliated companies shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP SE or SAP affiliate company products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

In particular, SAP SE or its affiliated companies have no obligation to pursue any course of business outlined in this document or any related presentation, or to develop or release any functionality mentioned therein. This document, or any related presentation, and SAP SE's or its affiliated companies' strategy and possible future developments, products, and/or platform directions and functionality are all subject to change and may be changed by SAP SE or its affiliated companies at any time for any reason without notice. The information in this document is not a commitment, promise, or legal obligation to deliver any material, code, or functionality. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of their dates, and they should not be relied upon in making purchasing decisions.