



Lascom



IPSY **CHOOSES LASCOM LIME**

Why the largest beauty subscription service in the world chooses Lascom to help with product development.

The largest beauty subscription service in the world counting more than 3 million active customers, IPSY is a pure player of our digital native and consumer centric era.

Through their three subscription services – The Glam Bag, The Glam Bag Plus and The Glam Bag Ultimate – IPSY set the challenging mission of sending **every month a profile-based personalized basket of cosmetic items** to their subscribers while offering high value deals.

The brand built their very own ecosystem by successfully integrating all the elements of the consumer funnel. From procurement, to packaging, to sales, to promotion, to ambassador sponsoring, to community management to their recent new product development projects, IPSY ensures a **perfect control over its product offer**.

With their social media audience rounding up dozens of million followers, the brand has established a direct and honest relationship with their community, who has provided more than 160 million product reviews. Boosted by this sheer amount of data and deep knowledge of their target, IPSY chose to fill in the blanks of their value proposition by developing their own products, through the brand IPSY LABS.

A FEW FIGURES

- World's largest online beauty community
- 500 million USD of annual sales
- 3 million Ipsters (subscribers)
- 9 years of existence
- 1 billion products shipped
- 160 million product reviews



Our one true mission is to democratize beauty, making it accessible and affordable for everyone and fearlessly representing individuality and inclusivity.

- Danny HSU,
Group Product Manager, IPSY

1 CHALLENGES AND GOALS

IPSY's IT urbanization journey began with an ERP (Enterprise Resource Planning) project. Along the ERP implementation process, IPSY LABS' teams manifested the need for product development features, such as prototype simulation.

They eventually identified they had **deeper New Product Development (NPD) needs** than what they initially mapped. Through reference calls, they understood an ERP solution was not enough and that they needed a **Product Lifecycle Management (PLM) software** to answer these specific NPD challenges.

In the meantime, day-to-day operations such as brief management, workflow updates and document approvals were not managed in a single solution. This naturally progressively became a must-solve slowdown as the Ipsters community kept on growing. Third party tools were not an option, they needed a robust **information consolidation and management solution** to support their large-scale activity.



5 products per subscription sent monthly to 3 million subscribers, that is 15 million products we have to source, assort, pack and send every month. That makes finding the perfect product match for every Ipster sometimes challenging. That's why we decided to increase the control we have over the supply chain and manufacture ourselves the products we miss in our current offer.

2 PROJECT AND IMPLEMENTATION

IPSY LABS wanted the solution to be operational as quickly as possible, *i.e.* **under 3 months**. Thus, we agreed on a minimum viable scope approach to ensure that every step achieved is consolidated. We split the project into two main phases.

PHASE 1: **CONSOLIDATE THE ESSENTIALS**

✦ Marketing brief management & New Product Development

For each new product development project, IPSY LABS' teams must design and lead the manufacturing of **3 key items - formula, packaging and artwork** - that have to be properly formatted, structured, shared, reviewed and tracked. This leads to iteration loops to test and approve the samples as they come by. Alongside with stage gate management features, our solution provides IPSY LABS with a unique place to gather, access and compare briefs and product information so they can **make the most informed and accurate decisions**.

✦ Product & Packaging specification management

Product, packaging and raw material specifications going back and forth several times between the brand and its suppliers, it becomes even more challenging to maintain a competitive time-to-market and the least error-prone link can critically afflict the whole design chain. For such a process to be flawless, the information flow must absolutely be consolidated both internally and externally. Our specification management module safeguards the **end-to-end traceability of information**, from the raw material specifications to the finished product's regulatory folder.

PHASE 2: **CONNECT THE DESIGN CHAIN**

✦ Supplier portal

Supplier management is not only an operational issue but also a strategical stake for IPSY LABS. Our supplier portal provides a **secured collaborative environment for supplier information** update. This enforces suppliers' accountability, freeing IPSY LABS' teams from non-added value tasks and reducing errors due to data manipulation.

✦ ERP interface

Interfacing the PLM solution with the ERP one enables IPSY LABS to **leverage the high-value traceability of product and packaging specifications** ensured by the modules implemented in phase 1. This guarantees the seamless flow of information from the design chain to the manufacturing stage, which is a **significant time-saver and error-waiver**.



We are excited for the things we plan on doing together. Lascom will unlock the business to go bigger and support our growing customer base. We have people in USA and China who will hop on the tool too.

3 LASCOM AS THE LEGITIMATE CHOICE

IPSY LABS identified on their own they needed a product development solutions. Our role was to help them refine their needs down to precisely defined challenges.

As soon as they reached to us, we led a **demonstration of our extended functional scope** so they could figure what their ideal solution was. We also sent **our experts on site to have in-depth talks** with IPSY LABS' teams and give a full demonstration of the software to the end users.

That enabled us to truly **understand and their ways of working and accordingly challenge them**. IPSY LABS' teams trust our expertise and call for our insights on the industry and its best practices. They genuinely let us apply the lessons we've learned while working closely with cosmetic and personal care leaders this past decade.



Not every provider gives worth to coming on site and really talk in detail with the teams. They helped answer all our questions and clear the fears we had. That was super valuable! It made everyone feeling comfortable with moving forward with Lascom.



We think Lascom Lime is the best tool out there for what we want to do. Also, we want Lascom to help us build the best design chain. We know the customers they have worked with and we trust them to implement the solution the right way.





About Us

Some References

SEPHORA

— GROUPE —
MARCELLE
COSMETICS | COSMÉTIQUES

 **YANBAL**

BVLGARI

FAREVA[®]


YVES ROCHER

lascom
lime

Cloud-based PLM for
Cosmetics & Personal

Care



To discover in detail our functionally modular solution and its NPD dedicated features, please download [our brochure for the beauty, cosmetic and personal care industry.](#)

Lascom today



- PLM leader in Europe and North America, entirely focused and dedicated to CPG market
- HQ in Paris, R&D in Toulouse, North American operations in San Diego
- International partner network
- Wide range of global clients, including largest CPG leaders
- Expert service team specialized in Cosmestic & Personal Care industry
- 3 PLM offers to address all needs



Software developer and service provider since 1989, Lascom offers a comprehensive Product Lifecycle Management (PLM) solution designed for the cosmetic and personal care industry: Lascom Lime. PLM software enable companies to accelerate innovation, foster collaboration, reduce time to market and ensure product compliance.

Lascom's modular solution supports leading companies with tools designed to meet the operational needs of company departments, from marketing to quality including R&D and regulatory affairs.

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