



BATCHMASTER[®]
Process Manufacturing Software

Cosmetics Manufacturer Gains Growth and Efficiency with Manufacturing ERP UPGRADE

Customer Success Story:



The rapport with BatchMaster's team, Beth, Ripunjay, and Anuj, made all the difference for us. We have developed together as organizations, and their support was priceless.

Michael Paulsen

VP of ERP and IT Infrastructure
Cosmetix West



INTRODUCTION

Cosmetix West, a California-based contract manufacturer of personal care products established in 2002, produces everything from lotions and shampoos to face masks. The company is now expanding into high-growth areas like over-the-counter (OTC) medications, including sunscreens and cough remedies.

In 2023, Cosmetix West was acquired by Anjac, a French company that owns a group of 18 international contract manufacturers. This acquisition, Anjac's first in North America, has allowed Cosmetix West to enhance its resources and establish a worldwide network. "I have been with Cosmetix West for 20 years and have experienced firsthand the tremendous growth of the company," stated Michael Paulsen, VP of ERP and IT Infrastructure. "Going forward, new systems are key to facilitating our next period of expansion."

Results at a Glance

- 50% increase in productivity, reducing reliance on contract labor.
- 15% improvement in Overall Equipment Effectiveness (OEE), jumping from 67-69% to over 80%.
- Real-time data capture on the production floor, eliminating inefficient, paper-based workflows.
- Reduced IT overhead and cost, by moving to a cloud environment and eliminating the need for servers, backups, and virtual machines.
- Smoother transition for employees who were already familiar with the system’s logic, avoiding a disruptive, complex migration

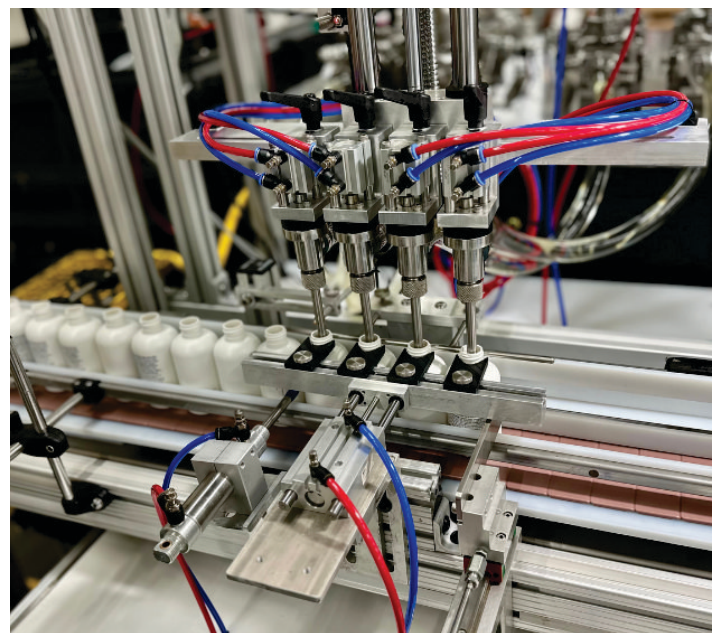
CHALLENGES

For over a decade, Cosmetix West successfully ran its operations using BatchMaster ERP Desktop and QuickBooks Desktop. These systems were very beneficial, but over many years they became legacy products that could not keep pace with the company’s accelerating growth and modernization efforts.

While the desktop environment provided a reliable foundation, it required paper-based, manual workflows on the plant floor, creating inefficiencies and the risk of data entry errors. The company needed to move faster and provide its teams with modern, efficient tools.

Furthermore, maintaining the desktop environment created significant IT overhead. Paulsen explained, “We wanted to move everything to the cloud. QuickBooks and BatchMaster were the last two systems we needed to move.” The company had to manage costly virtual machines, backups, and VPN connections, burdens that made it difficult to keep up with the faster pace required for a major, modern enterprise.

CUSTOMER	Cosmetix West
INDUSTRY	Personal Care and Cosmetics
LOCATION	El Segundo, CA
PRODUCT	BatchMaster Web QuickBooks Edition



SOLUTION

As Cosmetix West evaluated its next steps, the company considered alternatives, including Sage X3, the ERP system used by many of its new Anjac sister companies. Though Sage offered powerful functionality, it would have required a complete overhaul and retraining for employees on unfamiliar processes and terminology.

BatchMaster Web offered a far smoother transition. Since employees were already familiar with the logic and workflows of the desktop version, they could transition seamlessly to the modernized, cloud-based platform. Custom price flexibility and a powerful, enduring relationship with the BatchMaster team were also key contributing factors. “All ERP systems work on similar fundamentals,” explained Paulsen. “What made the difference for us was the trusted relationship we have with BatchMaster and the ease of moving from desktop to web. It was a no-brainer.”

BENEFITS

Boosting Productivity and Operational Efficiency

The move to BatchMaster Web has yielded substantial improvements, with the new Warehouse Management System (WMS) having a particularly significant impact. By providing operators with direct access to scanners, tablets, and laptops on the production floor, Cosmetix West has completely eliminated redundant, paper-based processes.

Additionally, combining BatchMaster Web with process consulting delivered a significant boost in productivity. Cosmetix West estimates a 50 percent improvement, which not only reduces the company’s dependence on contract labor but has also increased its Overall Equipment Effectiveness (OEE) from 67-69% to over 80%.



Reducing IT Burden and Costs

The transition to the cloud has also significantly lightened the burden on the IT team. They are no longer bogged down by the constant maintenance of servers, backups, and virtual machines. This move has drastically cut costs and freed up valuable resources that can now be applied to other strategic priorities. Furthermore, migrating from the old, crash-prone QuickBooks Desktop to the more stable QuickBooks Online has made financial data easier to manage and access.



"Ultimately, the decision came down to people. Our company has been with BatchMaster since 2010, and we appreciate the personal, highly responsive relationship with its team."

- Michael Paulsen, VP of ERP and IT Infrastructure,
Cosmetix West

LOOKING AHEAD

Cosmetix West's successful migration to BatchMaster Web has revitalized its operations, empowered its team members, and yielded tangible productivity gains. Equipped with a tested technology partner and a clear understanding of what lies ahead, the company is well-positioned to continue innovating and growing within the continually evolving market for personal care items.

ABOUT BATCHMASTER SOFTWARE

BatchMaster Software is a leading provider of ERP solutions that help emerging and growing formula-based manufacturers streamline their operations and scale production while reducing costs and complying with changing customer demands and ever more stringent regulatory mandates. The company delivers industry-specific solutions for Food, Beverage, Nutraceuticals, Pharmaceuticals, Cosmetics, Chemicals, and other process industries. BatchMaster ERP is seamlessly embedded within SAP Business One, providing a comprehensive process manufacturing solution that is available on-premise and in the cloud. BatchMaster Software has served the process manufacturing market for over 30 years and supports thousands of customers worldwide.



BatchMaster Software

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