



DevaCurl

Services: Fulfillment
Industry: Health and Beauty

Trading Partners: AAFES, Nordstroms, Sephora, Ulta

Case Study: Deva Concepts, LLC

Deva Concepts, LLC develops, manufactures and sells hair care products under its DevaCurl and DevaCare product lines with a niche in curly hair. The New York City-based company was founded in 2002 and began selling its natural, healthy hair care products via professional salons before more recently gaining distribution through beauty retailers. DevaCurl and DevaCare products are now found at many salons in the United States and Canada in addition to beauty-supply retailers, including many online beauty retailers.

Improving Deva Concepts, LLC's Trading Partner Relationships



RETAILERS



3PLS

“We started out as a somewhat small, entrepreneurial brand,” said Rebecca Lahr, director of operations at Deva Concepts at the SPS Commerce In:fluence conference. The need to meet the order-processing requirements of professional beauty retailers led the company to SPS Commerce, among a few retail technology solution providers Deva Concepts considered. “We looked at the size of the company, cost and level of support. SPS certainly met all of the technological requirements that we needed, and financially it worked out well for us into our budgeting framework, but most importantly, the thing that SPS provided was a lot of support.”

“EDI is so robust and there is so much to it from orders to shipments to analytics—all the things that are involved with fulfillment processing,” Lahr said, adding, “SPS has really educated us, helped us be knowledgeable and less afraid of the whole process.”

“SPS really has allowed us to be a brand that retailers can take in. It has allowed us to really go beyond the professional beauty distribution side to expand into the retail side and be on those coveted shelves.”

— **Rebecca Lahr, director of operations, Deva Concepts**

Positioned for growth with SPS

Deva Concepts attributes much of its sales and distribution growth to SPS Commerce after starting with WebForms Fulfillment which is used by its operations and accounting departments for order processing and invoicing. “SPS really has allowed us to be a brand that retailers can take in. It has allowed us to really go beyond the professional beauty distribution side to expand into the retail side and be on those coveted shelves,” Lahr said. “If we didn’t have SPS and we didn’t participate in EDI, we wouldn’t even be out there in most of the retail channels that we are.”

Lahr characterizes today’s mobile, omnichannel consumer as highly informed, which prompts a greater need for Deva Concepts to collaborate with its retailers. The sales team at Deva Concepts uses the Analytics solution from SPS with some of its

high-volume retail customers. As the company prepares to expand globally beyond North America, it looks forward to leveraging the next-generation of the analytics technology to stay on top of global sales trends.

“After attending SPS In:fluence, we see even greater value in being collaborative with our retailers and working with them on the sell-through information and trying to hone in on what the consumers are wanting and be able to maybe forecast or react to it but in a much quicker way so that we’re not lagging behind the trends. We can get in front of it and anticipate what the consumers are going to want next,” Lahr said.

Confidence in the future

Currently, Deva Concepts is readying to implement an ERP system and will transition to the SPS Integrated Fulfillment solution. Combined with its EDI-compliant 3PL, also a member of the SPS Commerce retail network, the hair care manufacturer looks forward to a more fully integrated supply chain. “The integration will allow us to process orders faster and be much more efficient with our time and our budget,” Lahr said.

“Whenever we need something, or if we don’t understand something, we know we have SPS there to guide us and support us. We don’t have to be the experts because they are,” Lahr concluded.