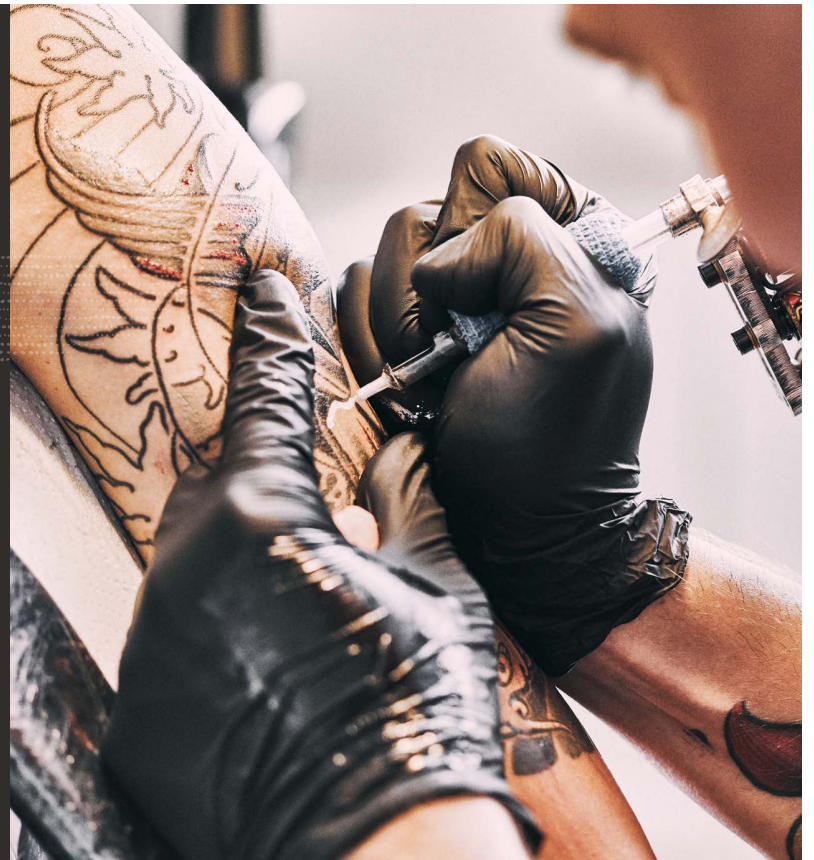




PCG and Body Art Alliance

## Four Leading Body Art Companies Form Alliance and Adopt NetSuite



*Working with NetSuite Alliance Partner PCG, Body Art Alliance implements NetSuite ERP and OneWorld across multiple enterprises.*

Melissa Gagnier-Solis knows the power of bringing like-minded business owners together to create an unstoppable force within an industry. That's exactly what she did in 2020 when she paired Painful Pleasures, a piercing and tattoo supply company, with FK Irons, World Famous Tattoo Ink and NeoMetal/Norsco to form Body Art Alliance.

"Each of the companies really has its own niche," said Gagnier-Solis, President and COO of Body Art Alliance, "and we joined together to form a really strong alliance to provide the best service and products to the tattoo, piercing and body jewelry industry."

*"We have more visibility into our business and transparency into where we can improve. The way to push a business forward is with really good processes and continuous improvement. Technology tools like NetSuite allow us to do that."*

Melissa Gagnier-Solis, President and COO, Body Art Alliance



“We got to a point where we really needed to streamline our business. We were selling on three or four different platforms at the time; syncing live inventory across those platforms just wasn’t achievable with the system that we had in place.” **Melissa Gagnier-Solis, President and COO, Body Art Alliance**

### Growing Pains

In 2011, Gagnier-Solis joined Painful Pleasures, a company founded by her brother. The seven-employee company was largely focused on ecommerce sales—distributing tattoo, piercing and medical supplies—and relied on a basic accounting system to run the business.

“One of the first things I did was look at what the organization needed comprehensively from an ecommerce perspective,” recalled Gagnier-Solis, who replaced the company’s shopping cart platform, X-Cart, with Magento.

In 2015, she began looking for a replacement for Painful Pleasures’ existing QuickBooks system.

### Making the Choice

Working with NetSuite Alliance Partner, Providence Consulting Group (PCG), the distributor kicked off the implementation in October of 2015 and went live on its new cloud ERP six months later. NetSuite won out against four other potential ERPs because it was cloud-based and didn’t require an internal server.

The ERP was also well equipped to manage the growing firm’s accounting, inventory management and operational processes. “It would spit out

inventory to all of our different websites in real time or in 15-minute increments,” she added. “That was ultimately why we went with NetSuite.”

Because Body Art Alliance needed a platform to grow on, it was drawn to NetSuite’s scalability and wide range of functionalities. Before long, employees companywide were using the platform to manage all of the company’s business activities. “Our people loved it and could see the business transformation that took place,” said Gagnier-Solis, “from accounting to operations to marketing to having that real-time data that we didn’t previously at our fingertips.”

### Proving Its Value

When the four distinct organizations joined forces under one parent company to form Body Art Alliance, the combined entity was able to use NetSuite OneWorld to consolidate those subsidiaries onto a single instance of the ERP. “We’re able to share information and reporting across all of those instances,” Gagnier-Solis said.

The partnership solidified in 2020 and two weeks later the first business went live on NetSuite. Within a few months, in the early stages of the COVID-19 pandemic, the other two companies

implemented NetSuite. “The implementations were very fast,” said Gagnier-Solis, who credits the PCG team with ensuring a smooth process across all three NetSuite installations.

“It was well worth all the hard work that we went through,” she said, noting that all three of the other companies were previously using QuickBooks for accounting. Body Art Alliance has continued to work with PCG to implement NetSuite’s Advanced Manufacturing module across its business units. The team also uses the Demand Planning module to plan the distribution of products between its main distribution center, manufacturing sites and other the distribution locations. In June 2021, FK Irons went live with both modules, followed by World Famous Tattoo Ink in July.

Body Art Alliance has also leveraged NetSuite’s direct integration to outside applications. PCG enabled about 15-20 of these integrations, with applications like Avalara, RF-SMART, Shopify and OzLINK. Using RF-SMART and NetSuite, for example, the firm was able to replace its three-step, pick ticket-based fulfillment process with a scanner-based inventory management approach. “It now takes us just one step to fulfill an order,” said Gagnier-Solis.

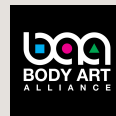
### The Capability to Scale and Grow

Body Art Alliance grew its revenues by 37% in 2021 and now has a total of 370 employees. The company expects more revenue growth in 2022.

“The tattoo and piercing industry is booming,” said Gagnier-Solis, “and fortunately we recognized early on that we needed the capability to scale and grow.”

With NetSuite up and running across all of Body Art Alliance’s companies, the combined group has very high levels of operational visibility—something they wouldn’t have had using their basic, disparate solutions.

“We have more visibility into our business and transparency into where we can improve,” Gagnier-Solis said. “The way to push a business forward is with really good processes and continuous improvement. Technology tools like NetSuite allow us to do that.”



#### Company Snapshot

**Company:** Body Art Alliance

**Location:** Hanover, Md.

**Industry:** Tattoo and piercing industry



**Partner name:** PCG Services

**Location:** Scottsdale, Ariz.

