littlesleepies

LIDD

ORACLE NetSuite

Case Study

NETSUITE IMPLEMENTATION FOR DIRECT-TO-CONSUMER ONLINE APPAREL BRAND

Introduction

Little Sleepies is a direct-to-consumer brand offering soft, sustainable pajamas and apparel made from custom bamboo fabric. Known for limited-edition prints and matching family sets, they focus on comfort, quality, and playful designs. Their products are especially popular among parents seeking breathable, gentle clothing for babies, toddlers, and young children.

Services Provided

> NetSuite Implementation

> NetSuite Managed Services

Challenge

> Overselling during product launches due to delays in system integrations between their website and third-party logistics providers.

> Lack of real-time synchronization across platforms, leading to inventory inaccuracies.

> Operational inefficiencies impacting customer satisfaction during high-demand periods.

Solution

1 Developed custom API endpoints (RESTlets) within NetSuite to handle tens of thousands of transactions per batch.

2 Improved integration between the website and 3PL systems to ensure real-time data synchronization.

3 Established NetSuite as the central system of record for inventory and accounting.

Results

Fully synchronized systems across sales and fulfillment channels.

Enhanced operational efficiency and customer experience.

Minimized overselling during high-volume product launches.

Achieved a single source of truth for inventory and financial data.