SCPA — Sanitary Care Products Asia, Inc. ORACLE NetSuite OGIS PHILIPPINES

CASE STUDY

SANITARY CARE PRODUCTS ASIA, INC. (SCPA), PHILIPPINE PAPER PRODUCTS MAKER POWERS OPERATIONS WITH ORACLE NETSUITE TO BUILD RESILIENCY AND FUEL BUSINESS GROWTH

"Before NetSuite, we did not have a comprehensiv e view of our business, only islands of information. The control we now have over our raw materials and finished goods is critical to our continued growth."

Ven Sio,
President

THE COMPANY

Sanitary Care Products Asia (SCPA), more widely known through its flagship brand Sanicare, was established in 1996 in the Philippines. The company began as a provider of personal hygiene paper products and has since expanded its portfolio to include cotton products, wipes, and other hygiene essentials. Over the years, Sanicare has successfully increased its market share despite the competitive hygiene industry by focusing on strong brand building, operational excellence, and strategic marketing. Today, Sanicare is recognized for its quality, innovation, and customer-centric approach across corporate, institutional, and retail channels.

THE CHALLENGE

Sanicare faced a significant setback in 2012 when a fire destroyed its on-site servers, exposing vulnerabilities in its data management and back-office infrastructure. This incident prompted Sanicare to reconsider how to better future-proof its operations. As the company continued to experience rapid growth, it became clear that its existing systems could no longer keep up.

Previously reliant on Microsoft Dynamics GP, Sanicare struggled with:

- System downtime during peak periods of order volume.

- Lack of integration between financial systems and inventory management.

- Inventory imbalances stemming from disconnected processes for finished goods and raw materials.

- Inefficient order reconciliation and challenges in managing supplier relationships.

- Fragmented data visibility, limiting management's ability to make timely, informed decisions.

As the company expanded across multiple offices and locations, it became clear that an integrated, cloud-based ERPwas necessary to support operational demands and growth ambitions.

THE TURNING POINT

After initially exploring on-premise ERP solutions, Sanicare recognized the need for a modern, scalable cloud solutionthat would provide real-time insights and end-to-end process integration. This led them to select Oracle NetSuite, working with CloudTech as their implementation partner.

Sanicare's decision to choose NetSuite was driven by the platform's ability to:

- Unify financials and inventory data in one system.

- Provide complete visibility across the organization.

- Offer the scalability and flexibility to support continued growth and increasing transaction volumes.

- Strengthen operational resilience by removing dependence on vulnerable on-premise infrastructure.

WHY ORACLE NETSUITE + OGIS-CLOUDTECH

Partnering with CloudTech, Sanicare successfully implemented NetSuite within six months. CloudTech provided:

01 EXPERT GUIDANCE THROUGHOUT THE TRANSITION.

02 A CLEAR UNDERSTATNDING OF SANICARE'S OPERATIONAL NEEDS.

03 A COMMITMENT TO DELIVERING A SEAMLESS IMPLEMENTATION EXPERIENCE.

With NetSuite's cloud-based ERP, Sanicare gained:

- Real-time business performance visibility across 22 sales offices.

- Integrated functionality covering financials, order management, reporting, shipping, bill of materials, multi-location inventory management, and multicurrency management (Philippine Peso & Indonesian Rupiah).

- Scalability to handle growing order and invoice volumes.

- Industry-specific enhancements via SuiteCloud, including EDI integration with retail partners for streamlined order fulfillment.

- Enhanced disaster resilience with secure, cloud-based data storage.

RESULTS & IMPACT

The implementation of NetSuite resulted in significant operational improvements for Sanicare:

- Streamlined order processing and reduced processing time.

- Elimination of manu al reconciliation tasks, increasing overall efficiency.

- Enhanced inventory control across raw materials and finished goods, reducing costly discrepancies.

- Improved supplier relationship management through integrated systems.

- Real-time visibility into business performance, from large retailers to small outlets.

- Reduced time spent on financial analysis and reporting.

- Scalability for future growth and readiness for expanding demand.

- Foundation laid for future demand planning to refine production scheduling.

Most importantly, Sanicare's critical business data is now secure from disasters like the 2012 fire and benefits from Oracle's robust cloud security infrastructure.

TEAM TESTIMONIALS

"Before NetSuite, we did not have a comprehensive view of our business — only islands of information. The control we now have over our raw materials and finished goods is critical to our continued growth. We now have the tools to understand how our business is performing at all times, from the largest retail store down to the smallest shops."

Ven Sio,
President

LOOKING AHEAD

Sanicare is now positioned for continued growth and innovation. With NetSuite's demand planning capabilities soon to be activated, the company aims to further refine its production schedules and forecasting accuracy. The flexibility and scalability of NetSuite will continue to support Sanicare's evolving business needs, ensuring they remain competitive, efficient, and agile in the hygiene industry.

RECOMMENDATION

Sanicare highly recommends Oracle NetSuite and CloudTech to organizations seeking:

- A scalable, resilient cloud ERP to support growth.

- Greater visibility and control over operations.

- Enhanced efficiency and productivity through process integration.

- A reliable platform for future innovation and expansion.

- A solution that is future-proof and disaster-resilient, safeguarding critical business data.

READY TO START YOUR DIGITAL TRANSFORMATION?

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