



Case Study

Driving Scalable Growth: Oracle EBS & Cloud Transformation for WellBiz Brands

Client Overview



Company
WellBiz Brands



Industry
Beauty, Wellness, and Personal Care



Revenue
\$34.5 Million

WellBiz Brands is one of North America's largest franchise portfolio companies in the beauty and wellness sector. With brands such as Amazing Lash Studio®, Drybar®, Elements Massage®, Fitness Together®, and Radiant Waxing™, the company empowers franchisees with innovative tools and systems to deliver personalized client experiences and operational excellence.

Challenges

- Scalability issues across ERP systems as the company expanded through acquisitions.
- Integration challenges between legacy systems and newly acquired brands.
- Manual, inefficient warehouse and supply chain operations that impacted speed and cost-efficiency.
- Prolonged financial close cycles delay insights and limit timely decision-making across business units.

Datavail's Solution

ERP Modernization & Cloud Migration

- Implemented Oracle E-Business Suite (EBS) for robust financial management and scalability across multiple brands.
- Executed a seamless migration of EBS from on-premises infrastructure to AWS Cloud, improving system availability, performance, and cost control.

Automation & Real-Time Reporting

- Integrated Oracle APEX to automate reporting and workflow processes across finance and operations.
- Eliminated manual data handling, reducing human error and accelerating real-time decision-making.

Operational Efficiency & Supply Chain Optimization

- Streamlined inventory, purchasing, and accounting operations with supply chain modules within Oracle EBS.
- Enhanced warehouse performance using MSCA and barcode scanning, significantly reducing fulfillment time and workforce requirements.

M&A Support & Brand Onboarding

- Implemented dedicated Oracle EBS environments for each acquired brand, maintaining autonomy while standardizing reporting and controls.
- Enabled rapid onboarding of new acquisitions, reducing time-to-productivity and ensuring compliance across business units.

Results & Business Value

- Achieved a 60% reduction in the warehouse workforce due to automation and operational streamlining.
- Reduced order fulfillment time to just 8 hours, improving franchisee satisfaction and customer experience.
- Accelerated the financial close cycle by 85%, reducing it from 20 days to just 3 days and improving agility.
- Enabled centralized visibility and financial oversight across all brands, supporting faster and smarter business decisions.
- Positioned the company with a scalable Oracle architecture that accommodates future growth, acquisitions, and innovation.

Why Datavail

Datavail partnered with WellBiz Brands to deliver a future-ready Oracle ecosystem tailored to their multi-brand business model. With deep expertise in Oracle EBS, cloud migrations, and multi-entity architectures, Datavail empowered WellBiz to operate with greater agility, automation, and strategic control—turning technology into a key driver of their continued growth and M&A success.