



# Lemon Perfect Shows Why NetSuite is the Go-To ERP for Food & Beverage

With expert guidance from Luxent, Lemon Perfect selected, implemented, and went live with NetSuite to meet the needs posed by its incredible and exponential growth



## THE LEMON PERFECT COMPANY

Lemon Perfect offers naturally flavored, zero-sugar lemon water packed with electrolytes and vitamin C. Made with real squeezed lemons, it's a healthy and delicious way to stay hydrated on-the-go. Their mission: make healthy hydration joyful, accessible, and refreshing for everyone.

## THE PERFECT FIT - WITH NETSUITE

In summer of 2022, Lemon Perfect was facing the problem all businesses dream of: keeping up with the pace of its growth. "After doubling our year over year growth for four consecutive years, our systems were stretched beyond usefulness," said Brandon Lennox, VP of Finance at Lemon Perfect. "We needed a solution that could help us get to the next level."

Enter NetSuite, the leading Cloud ERP platform and Luxent, Premier NetSuite Solution Partner. "Companies that accelerate like Lemon Perfect end up getting pulled in many different directions," said Vivian Keena, Luxent CEO. "Our team specializes in helping fast-growing companies allocate their time and

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*-Brandon Lennox  
VP of Finance*

resources wisely as they select, implement, and ultimately use NetSuite.”

Brandon Lennox, Lemon Perfect’s VP Finance agrees: “NetSuite is a game-changer for a fast-growing company like Lemon Perfect, and the Luxent team was integral in getting us up and running on our new ERP. Their team is knowledgeable, responsive, and great partners when it came to our implementation and well beyond our go-live period.”

For Lemon Perfect, moving off a patchwork of too-small systems to a platform like NetSuite was a no-brainer: no more manual work, no more reconciliation across specialized systems, and no more fearing that the business would grow beyond the technology’s capabilities. “We tried using a bunch of specialized solutions, we tried implementing a fully custom ERP,” explained Lennox. “We failed with both. NetSuite, and the expertise of Luxent to set it up properly while teaching our team how to use it, is the gamechanger we were looking for.”

Beyond the functionality of the NetSuite platform, integrations to other solutions offered critical usability and functionality. “Integrating to key partners and third parties really made the difference in our NetSuite implementation,” said Lennox. “Without these integrations all working from our home base in NetSuite, this project wouldn’t be nearly as successful as it is.” Luxent helped to integrate:

- E-commerce platforms including Shopify and Amazon
- Electronic Data Interchange (EDI)

connections to big-box retailers like Costco and Walmart

- Directly with co-manufacturing facilities and third party warehouses.

### **FINDING A PARTNER FIT**

Luxent’s approach of explaining how and why things worked as they did in NetSuite, instead of just teaching the Lemon Perfect team to push buttons, was key to the success of the project. “We knew our implementation team wasn’t going to be around forever,” said Lennox. “It was critical that we knew why the system works how it does – if you don’t know the why, when the how doesn’t work you can’t pivot.”

All in all, Lemon Perfect counts their selection and implementation of NetSuite a perfect choice: “Everyone is thrilled at how smoothly it’s gone and we can’t wait to keep discovering what we’ll do with NetSuite next,” said Lennox.

The logo for Lemon Perfect, featuring the words "lemon" and "perfect." in a lowercase, sans-serif font. "lemon" is in a bright yellow color, and "perfect." is in a dark grey color. The period at the end of "perfect." is a small blue dot.

### **COMPANY SNAPSHOT**

The Lemon Perfect Company

- Food and Beverage
- Headquarters: Atlanta, GA
- <https://lemonperfect.com/>