



# HOW WAYB AUTOMATES BANK PAYOUTS IN NETSUITE WITH BLUE ONION

# ABOUT WAYB

WAYB is a sustainable retailer that focuses on providing high quality, eco-friendly products for families. They offer a wide range of products such as car seats, travel gear, and accessories, all made with the utmost care for both people and the planet. With a mission to reduce waste and promote sustainability, WAYB aims to inspire conscious consumerism and make a positive impact on the world. As a socially responsible company, WAYB is constantly striving to improve and make a difference in the industry while providing practical solutions for modern families.

## PRE-BLUE ONION @ WAYB

### THE CHALLENGE

WAYB, a forward-looking company, initially operated with minimal tech support, relying on basic accounting software like Xero for general ledger maintenance, despite lacking inventory management capabilities. As they grew, despite transitioning to QuickBooks Enterprise to manage inventory and increasing transaction volumes, Andrew Gunter, their Chief Operating Officer (COO), knew they still faced limitations.

Seeking a better way, they adopted NetSuite, a comprehensive enterprise resource planning (ERP) system. This move led to embracing strategic partnerships that could evolve with their needs, ensuring operational efficiency. Embarking on a journey to enhance accounting and order-to-cash reconciliation with a robust solution, WAYB turned to Blue Onion.

### AT A GLANCE

Reduce cash payout processing time by more than **50%**

Automate **90%** of payout reconciliation within NetSuite instance

Reduce staff accountant's manual reconciliation efforts from **30-40%** to **15-20%**

Seamless three-way matching

Save a minimum of **8-10** hours a month on their month-end close workload

This case study highlights how Blue Onion revolutionized WAYB's financial operations by enhancing the accuracy of data within their NetSuite instance, automating their manual order-to-cash reconciliation with three-way match, enabling direct deposit push into NetSuite, and streamlining data discrepancies with variance push.



## THE REASON WHY

At the heart of their financial operations lay a critical pain point: manual order-to-cash reconciliation. With a significant volume of transactions occurring daily across various platforms like Amazon, Shopify, and wholesale accounts, the manual process was time-consuming and error-prone. The urgency to resolve reconciliation inefficiencies led to their search for an automated solution that could grow with them.

Prior to implementing Blue Onion, WAYB faced several hurdles:



### Manual Reconciliations

Their entire reconciliation process was manual, from downloading and converting data from Amazon Seller Central to Excel, to performing manual pivots to creating journal entries and applying accounts receivable to payouts.



### Efficiency Issues

Manual, labor-intensive processes consumed approximately 40% of the staff accountant's role, leading to inefficiencies and delayed month-end closings.



### Growth Pressures

The company's rapid growth required a scalable solution that could handle increasing transaction volumes without compromising accuracy.

## CLIENT SUMMARY

Client Name:  
**WAYB**

Industry:  
**Ecommerce**

Order Management System:  
**NetSuite & Celigo**

Payment Processor:  
**NetSuite, Amazon, Shopify, Amazon Seller, Amazon Pay, Authorize.net, TrueCommerce, & Nexternal**



## FAVORITE BLUE ONION FEATURES

Transaction-Level Reconciliation

NetSuite Variance Push



# DISCOVERING BLUE ONION

Eager to leave behind the inefficiency of manual reconciliation processes and embrace a streamlined, robust, integrated solution that tackles complex, multi-platform reconciliation challenges, WAYB began evaluating options.

Their search for an efficient, integrated financial solution that could help to double check on the large amounts of data coming through and be a second source of truth led Andrew and his team to Blue Onion.

## IMPLEMENTING BLUE ONION

WAYB initiated a collaboration with Blue Onion as its inaugural paying client, fostering a strong working bond with Blue Onion's team, especially with the Accounting Expert team and CEO Lyndsey Bunting. WAYB's leadership, acknowledging the proficiency and credibility of Blue Onion's top management, recognized the app's potential value and entered into a collaborative partnership that helped influence Blue Onion's product advancement.

Blue Onion's meticulous mapping and testing phases ensured a smooth transition:



### Testing Phase

Rigorous testing was conducted to align mapping tables and ensure the accuracy of data flows between NetSuite and Blue Onion.



### User Adaptation

WAYB's team quickly adapted to the new system by dedicating focused time for testing and familiarization, leading to efficient use of Blue Onion's capabilities.



One of the questions that I always get asked in those interviews with potential customers is, like, is it worth it? And I always tell them it was worth it even before we were using it for its utmost benefit. We found value in Blue Onion from the beginning and would have gladly continued our use of the product even if we had never introduced a more streamlined ERP like NetSuite that Blue Onion could connect to!"

**Andrew Gunter, CMA (COO at WAYB)**

# TRANSFORMING WAYB WITH BLUE ONION

Blue Onion provided WAYB with a comprehensive solution that addressed their key challenges and added immense value in a number of ways, including improvements regarding:



## Automation

Blue Onion's Integration with NetSuite allowed WAYB to automate 90% of their payouts, significantly reducing the manual workload. Initially, their reconciliation process required downloading and converting files from platforms like Amazon's Seller Central, followed by rigorous manual data entry and verification—a cumbersome and error-prone task.

With Blue Onion's advanced functionalities, such as three-way matching and automated variance push to manually push unreconciled deposits directly to the general ledger and rectify reconciliation discrepancies quickly, the process became streamlined. Issues that would take hours to reconcile manually could now be identified and rectified swiftly, cutting down the reconciliation time to a minimal part of the staff's workload.



## Time Savings & Increased Productivity

The reconciliation process, which previously occupied 30-40% of a staff accountant's role, was cut down significantly to 15-20%, freeing up resources for more strategic tasks.

Blue Onion also significantly improved WAYB's month-end closing efficiency, reducing the payout processing time by 50% and saving at least 8-10 hours each month on the month-end workload.

By freeing up the accounting team to focus on higher-value tasks, overall productivity grew. Speaking on the matter, Andrew said, "One of the questions that I always get asked in those interviews with potential customers is, like, is it worth it? And I always tell them it was worth it even before we were using it for its utmost benefit. We found value in Blue Onion from the beginning!"



## Enhanced Accuracy

The integration allowed for the rapid identification and resolution of issues, further streamlining the month-end close processes. Additionally, the variance push feature and three-way matching between NetSuite, Celigo, and Shopify ensured precise and reliable reconciliations. "The three-way matching feature has saved us a lot of time and the variance push feature was a big game changer for us," Andrew explained.



### Adaptability

Besides the primary functionalities, WAYB found creative ways to utilize Blue Onion. Blue Onion's flexible dashboard and features allowed WAYB to use it for various purposes, including identifying and categorizing warranty and product replacement orders, tracking complimentary orders and warranty replacements, and facilitating internal financial reporting and analysis.



### Audit-Ready Data

Blue Onion's dashboard provided a comprehensive view of transactions, ensuring that their general ledger reconciled seamlessly with financial data from various sources. This integration not only improved operational efficiency but also ensured that audit trails were clear, concise, and easily verifiable. "Blue Onion's dashboard is crucial for our reconciliation and financial reporting," said Andrew.

“ The three-way matching feature has saved us a lot of time and the variance push feature was a big game changer for us.”

**Andrew Gunter,**  
CMA (COO at WAYB)





# REVOLUTIONIZING FINANCIAL OPERATIONS: THE BLUE ONION EFFECT

WAYB continues to utilize Blue Onion's sophisticated reconciliation capabilities, even exploring further integration possibilities to encompass all sales channels, including B2B portals like Nexternal and wholesalers like Nordstrom and Saks Fifth Avenue. By working closely with Blue Onion, WAYB has not only optimized their current financial processes but is also well-positioned to scale its operations further. Elaborating, Andrew explained, "Blue Onion's value proposition was clear to us from the start and the team has always been open to feedback and improvements."

Blue Onion's partnership with WAYB exemplifies how a targeted software solution can transform operational workflows and contribute significantly to a company's growth trajectory. Through automation and strategic insights, Blue Onion has become a pivotal part of WAYB's financial management ecosystem.



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