



# HOW CLEAN SIMPLE EATS WENT FROM 60+ HOURS TO UNDER 5 FOR MONTH-END CLOSE

# ABOUT CLEAN SIMPLE EATS

Clean Simple Eats is a brand dedicated to helping others build healthy habits that will last a lifetime. They offer macro-balanced meal plans, delicious recipes, best-tasting protein powders, and supplements made with clean and simple ingredients. With a mission to elevate lives through food and fitness, Clean Simple Eats is showcasing that clean eating can be simple, satisfying, and sustainable.

## PRE-BLUE ONION @ CLEAN SIMPLE EATS

### THE CHALLENGES

As the Controller at Clean Simple Eats, Brett Bunker oversees day-to-day financial transactions and is directly involved in the reviewing and approval process, making his role critical in managing the financial health of the company.

After transitioning to NetSuite (ERP), Clean Simple Eats had the goal of streamlining its financial processes. However, this change brought about its own set of significant challenges, particularly in regard to managing and reconciling transactions. Due to the complexity of their ecommerce operations, Brett grappled with the manual, time-intensive process of reconciling Shopify and Shop Cash (a rewards program and method of payment that's available to Shop app customers) transactions, ensuring accurate financial records within NetSuite.

### AT A GLANCE

Reduced Month-End  
Close Time From

**60-80** TO **5**  
HOURS HOURS

Reconcile Shop Cash  
with ease

Save time and stress  
on month-end close

Ensure a smooth first  
audit experience

Push deposits into  
NetSuite seamlessly



This case study highlights Clean Simple Eats challenges in managing and reconciling financial transactions due to the complexity of their ecommerce operations across multiple platforms, including Shopify and NetSuite (ERP). They grappled with the manual, time-intensive process of reconciling Shop Cash and ensuring accurate financial records within NetSuite. Blue Onion presented a solution driven by machine learning to tackle the cumbersome issue.

## THE REASON WHY

While the integration of NetSuite was supposed to simplify the order-to-cash reconciliation process, due to the unique challenges related to Shopify and Shop Cash, it turned out to be a much more complex issue.

The manual reconciliation process was not only cumbersome and error-prone but also incredibly time-consuming. It required extensive hours, leading to stress and more manual data processing work for the finance team. The complexity of transactions, particularly with Shopify's Shop Cash and the integration with NetSuite, compounded the problem, requiring a sophisticated solution to streamline processes.

Brett found himself spending an excessive amount of time manually reconciling transactions, a task that not only became cumbersome but also prone to errors. This manual process even began to take a significant toll on his work-life balance, adding stress by stretching his work into personal time. Nightly reconciling reports for a week or more each month just to meet month-end close deadlines quickly became unsustainable.

## DISCOVERING BLUE ONION

The turning point came when Clean Simple Eats decided to seek external help for their significant manual order-to-cash challenges and the need for a seamless integration between Shopify and NetSuite. After an extensive search and evaluation process, they decided on Blue Onion, a solution recommended for its promising financial system integrations and ability to modernize order-to-cash reconciliation.

Blue Onion is an innovative, data-driven software powered by machine learning revolutionizing how finance and accounting teams automate and solve complex data challenges.

Blue Onion provided an enterprise solution that streamlined the merging of Clean Simple Eats' NetSuite, Shopify, and Shop Cash transactions promptly and precisely, ensuring a seamless process. This pivotal solution would prove to play a crucial role in ensuring accurate reconciliation of all transactions.



## CLIENT SUMMARY

Client Name:  
**Clean Simple Eats**

Industry:  
**Ecommerce**

Order Management System:  
**NetSuite & Boomi**

Payment Processor:  
**Shopify, Shop Pay (+ Facebook & Instagram), Shop Pay Installments, Shop Cash, & PayPal**



## FAVORITE BLUE ONION FEATURES

Shop Cash

Transaction-Level Reconciliation

# TRANSFORMING CLEAN SIMPLE EATS WITH BLUE ONION

The implementation of Blue Onion's solution led to profound improvements for Clean Simple Eats, specifically:

## THE IMPROVEMENT: INCREASED ACCURACY



### Pushing Shop Cash Deposits & Streamlining Their First Audit

Set to undergo their first-ever audit for fiscal year 2023, Blue Onion proved to be an excellent resource for Clean Simple Eats every step of the way.

In preparation for the audit, Brett had to redo almost everything due to the complexities of Shop Cash and the variances it created. He dove back in to tackle April through December of 2023. In the past, they had utilized Blue Onion's generic journal entries to get their balance sheets accurate. However, with the desire to close out their cash sales in NetSuite in a clean and easy manner, they took advantage of Blue Onion's Shop Cash feature to trace and allocate Shop Cash payouts to their original orders. This tool simplifies deposit reconciliation and ensures seamless integration into the General Ledger.

With this, Brett was able to get everything from April-December squared away quickly and accurately. "Over a week's time, I pushed around 1,000 deposits into NetSuite," Brett declared. Getting everything updated so quickly, along with Blue Onion's ability to accurately reconcile and verify financial transactions instilled confidence in Clean Simple Eats' financial integrity.

Summing up the overall audit experience, Brett recalled, "Even with this being our first-ever audit, the process was super smooth. We received feedback from the auditors that for a first-year audit ours was clean and very prepared for. A lot of that was thanks to the reconciliation process that Blue Onion offers."



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**Brett**



## THE IMPROVEMENT: TIME SAVINGS



### Order-to-Cash Reconciliation & Month-End Close

Along with increased accuracy and a quicker audit process, Brett experienced a significant reduction in the amount of time he was spending each month manually reconciling transactions, especially those regarding Shopify and Shop Cash. Brett shared how he was no longer spending countless hours to weeks on one singular month-end close only for the next month-end close to begin a week or so later, giving him hardly any leeway in between.

Brett noted, “Before Blue Onion, reconciling transactions was a massive time sink. At present, we’re saving 60-80 hours a month easily. If we spent five hours on this now, I would be shocked! I no longer have to worry about the process at month-end whereas before there was so much dread,” Brett explained. “My stress level is way down. It’s nice to be leaving work at work and not having work go home with me.”

Now, this more manageable timeframe and reduction on manual processes provides Clean Simple Eats with a reliable financial picture, enabling better decision-making, an increase in strategic, value-add planning, and most importantly, a decrease in stress. “Blue Onion helps give me comfort in areas like this so I can focus elsewhere,” Brett reaffirmed.

## BONUS BENEFIT: ACCOUNTING EXPERT TEAM

Apart from the other benefits highlighted, Brett also noted Blue Onion’s accounting expert team has been invaluable.

Despite the complexities with Shop Cash, the ongoing support and responsiveness of the Blue Onion accounting expert team has played a crucial role in navigating these hurdles. Their responsiveness and willingness to assist has made all the difference.

“We’ve received timely responses or solutions and the team has been particularly awesome. I’m all about jumping on a call to dig into the ‘why,’ to truly understand better ways to facilitate our process or prevent issues so that we can navigate around setbacks,” Brett expressed.

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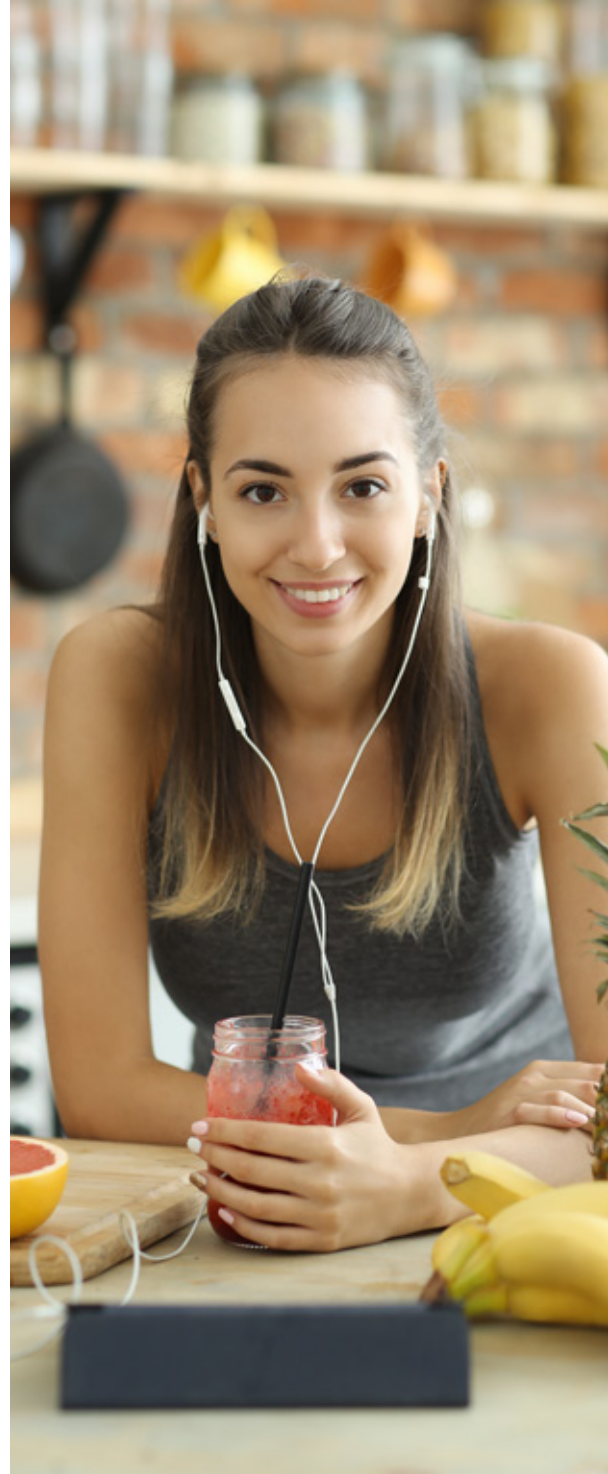
# REVOLUTIONIZING FINANCIAL OPERATIONS: THE BLUE ONION EFFECT

The implementation of Blue Onion's solution marked a significant transformation in Clean Simple Eats' order-to-cash reconciliation process. It not only saved approximately 60 to 80 hours of manual work per month but also ensured accuracy and timeliness in financial reporting. Blue Onion not only offered Brett and his team the peace of mind needed, but it also significantly reduced stress and allowed for an order-to-cash, audit-ready reconciliation system.

Clean Simple Eats' experience with Blue Onion highlights the importance of addressing specific challenges with innovative solutions, allowing modern ecommerce brands to achieve operational efficiency, ensure financial accuracy, and ultimately, foster a healthier work-life balance for their teams.

Blue Onion's role in transforming Clean Simple Eats' order-to-cash reconciliation process showcases the success of machine learning driven solutions in solving complex, industry-specific problems, setting a new standard for financial operations in the ecommerce landscape.

With Blue Onion as a partner, finance and accounting teams can create a more efficient, accurate, and confident environment surrounding order-to-cash reconciliation, enhanced automation, and better overall financial management.



*\* While we are a team of former accountants, we are not in the business of providing professional services. The information presented is for informational purposes only and is not intended to be a substitute for professional accounting, tax, or legal advice. We recommend that you consult with a qualified accountant, tax advisor, or lawyer who is familiar with the specific needs and nuances of your business.*