

STORD, INC. ATLANTA, GEORGIA
MAKE YOUR SUPPLY CHAIN A COMPETITIVE ADVANTAGE

Stord

Success Story

JOLIE & STORD



How Jolie Scaled Revenue Over 6X Profitably with Stord Fulfillment & Software Solutions

Jolie, an innovative DTC and B2B beauty wellness company brand, is focused on a condition the industry has long neglected: the water we shower in. Jolie, who sells a beautifully-designed filtered showerhead, has achieved exponential 6-7x year-over-year revenue growth by leveraging Stord's reliable DTC and B2B fulfillment, and order management software. Stord manages Jolie's entire end-to-end supply chain operations, enabling the brand to scale rapidly and focus on growth.

“Visibility through *Stord One Commerce* (OMS) allows us to stay on top of order status and identify any issues. The dashboard and exception reporting features are extremely helpful.”

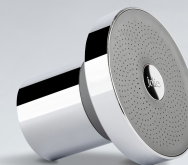
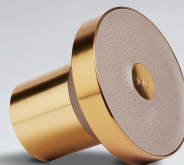
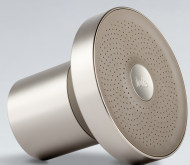
jolie

ARJAN SINGH, CO-FOUNDER

Highlights

What Stord does for Jolie:

- Handles all DTC and B2B orders, including almost 80% recurring subscription volume reliably as Jolie grows
- Allows order prioritization for key wholesale accounts by tagging and fast-tracking its shipments
- Drives supply chain visibility through dashboard and exception alerts in *Stord One Commerce*
- Enables seamless management of multiple sales channels in one system



Customer Background

Jolie is a fast-growing DTC and B2B beauty wellness company, focused on purifying the quality of water for better skin, hair, and overall well being, via filtered shower heads and replacement filters. The company has seen explosive revenue growth and acquired over 175,000 customers across all 50 states in under 24 months.

jolie



CHALLENGE :

Managing Hypergrowth

With demand for its products skyrocketing, Jolie **needed a scalable multichannel fulfillment solution to keep up with exponential growth**. As orders poured in from its website and wholesale partners, the brand required reliable, on-time order fulfillment to ensure exceptional customer experiences. Jolie also wanted **greater supply chain visibility** to proactively identify and resolve any issues.

GOAL :

Reliability and Visibility

For Jolie, fulfillment is mission critical. As co-founder Arjan Singh explained, "For us, it's really simple. No matter the bells and whistles, it's about **getting product out** and **getting it out on time**." Beyond core operations, he added that "being able to **proactively identify any issues** and have **confidence and trust with our 3PL** is key."

SOLUTION :

Robust Platform for Hypergrowth

Jolie partners with Stord to handle its **end-to-end DTC and B2B order fulfillment** and **order & inventory management**. Stord's high volume fulfillment operation ensures it reliably meets Jolie's 2-day shipping SLAs. Powered by Stord's operational excellence and supply chain visibility, Jolie gains the capabilities it needs to scale successfully.

Stord's order management software, *Stord One Commerce*, also gives Jolie **real-time visibility** into its supply chain with **intuitive dashboards and exception reporting** that flags potential issues. This enables the brand to **monitor fulfillment performance** and continuously delight customers. With dedicated account management and integrated software, Stord empowers Jolie to optimize fulfillment.

Arjan Singh explained: "Stord has been really, really helpful when it comes to resolving any issues...They understand the nuances of our business." In addition he added: "I like that we can keep all of our purchase orders in the system as well. It allows us to easily track the inventory once it gets to the warehouse."

Singh explained how **Stord's support was invaluable** for a key retail partner:

"With Stord's help, we were able to really work on this account and give it special attention so we could deliver the service it needed."

BENEFITS AND IMPACT:

6X Growth and Counting

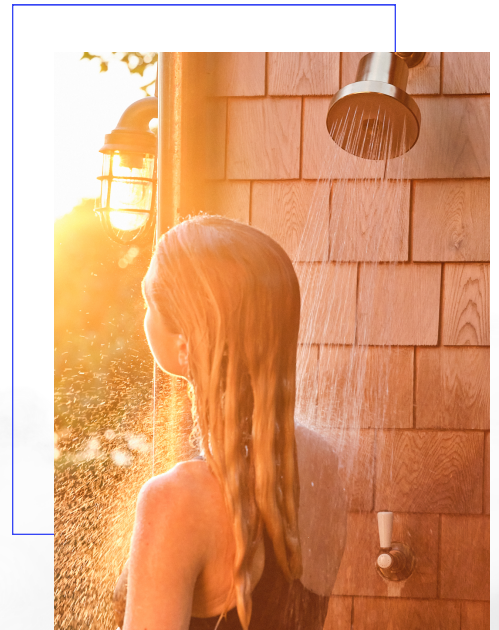
With Stord powering its supply chain operations, Jolie has achieved exponential revenue growth, scaling revenue over six times over the last year. Stord seamlessly handled Jolie's recurring subscription model.

The brand also cites Stord's **reliable nationwide fulfillment capabilities**, **real-time visibility** and **account management team** as key success factors.

“Stord is able to help us in terms of where we want to prioritize the business from a wholesale standpoint. We really appreciated that,

says Arjan Singh, co-founder

Stord has been extraordinarily helpful...whether it's a tech integration that we need for one of our wholesale partners or figuring out the way in which we can best service a particular retailer.”



With Stord's robust fulfillment and software platform, Jolie is positioned to continue its rapid ascent. Going forward, the brand is further relying on Stord to support its **multichannel inventory management** needs with this *Stord One Commerce* capability.

As Singh summed up, "I would say that Stord will preemptively help you identify issues that might go hidden for quite some time if you're using a system or software that isn't going to analyze some of the data for you."

Are you ready to move your supply chain to the cloud?

Get started: call us at **1-833-700-2025** or email us at **sales@stord.com**.