



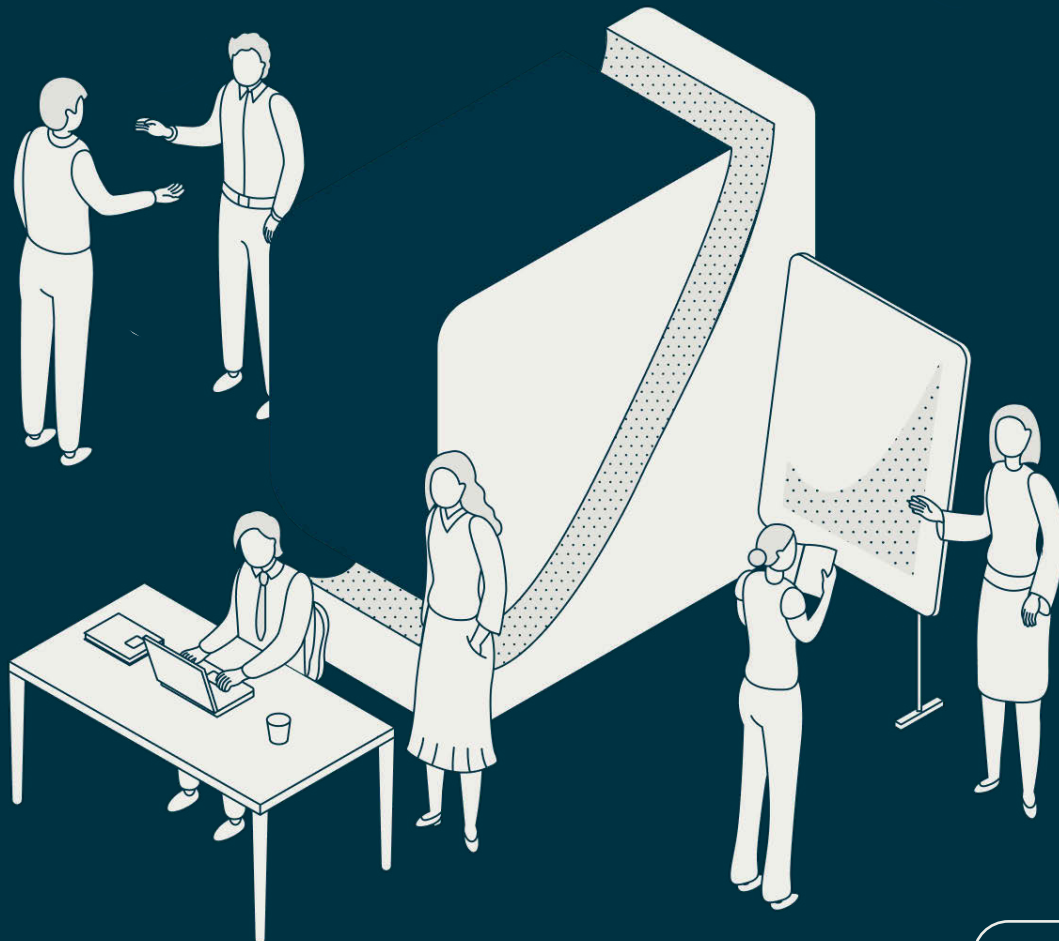
ORACLE  
NetSuite

Solution Provider Partner

RAVIPA

NetSuite provides the scalability and integration to streamline operations, boost efficiency, and ensure readiness for the increasing complexity of global transactions.

"We greatly benefited from Jcurve's expert guidance on solutions and strategic workarounds, which provided us with a clear roadmap to achieving our business objectives."



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# Rapid Scalability

**Company** : RAVIPA JEWELRY CO.,LTD.

**Head Office** : Bangkok, Thailand

**Industry** : Jewelry Wholesale and Retail

**Products** : Jewelry

**Solution** : Oracle NetSuite

**CFO** : Mr. Sapol Pongthong



## Challenges

Ravipa is a renowned Thai company specializing in the design, production, and distribution of jewelry. The brand stands out for its modern and unique designs, seamlessly combining luxury with simplicity to suit wearers for every occasion. Ravipa places a strong emphasis on crafting high-quality jewelry, including necklaces, rings, bracelets, and more.

Ravipa's designs have garnered popularity both in Thailand and international markets due to their appeal to modern lifestyles and outstanding production standards. With over 40 branches nationwide and a growing international presence, the brand continues to expand its reach. Ravipa was founded over a decade ago by Ms. Thanisa Veerasaksri, whose vision has shaped its success.

Ravipa faced significant challenges due to a lack of integration between front-end sales and back-end management systems, along with limited access to real-time data. These issues became more pronounced as the company planned for future growth.

Mr. Sapol, CFO of Ravipa, shared that before exploring an ERP solution, the company relied on an accounting management system for back-end operations and a separate POS system for front-end sales. This fragmented approach made it difficult to integrate data between the two systems. Additionally, selling through multiple marketplace platforms further complicated data synchronization.

### These challenges resulted in:

- Unintegrated financial management, making it hard to achieve a cohesive overview.
- Difficulty in expense control and a lack of visibility into total costs.
- Manual reporting processes, prone to errors and inefficiencies.
- Unclear visibility of true net profit from product sales.
- Uncertainty in production forecasting due to unreliable data.

“These issues drove us to seek a system that could centralize data, streamline management processes, and automate operations to support future growth. We needed more reliable and efficient data management,” said Mr. Sapol.

# Seamless integration

With the excellent support and guidance from Jcurve, we realized the importance of implementing a robust solution to enable the company's growth. That solution was Oracle NetSuite ERP, Mr. Sapol added.

We greatly benefited from Jcurve's expert guidance on solutions and strategic workarounds, which provided us with a clear roadmap to achieving our business objectives.

With its reliability and proven business efficiency, Oracle NetSuite ERP became the top choice for Ravipa. Mr. Sapol explained, **“When we revisited our company vision, we realized that our growth ambitions extend beyond Thailand. We aim to expand into international markets and achieving this requires a highly capable ERP system. We have full confidence in NetSuite.”**

The system is particularly beneficial for managing international transactions, including procurement and sales—the company's core business functions. Relying solely on an accounting system was no longer sufficient to meet these growing demands.

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NetSuite provides the scalability and integration we need to streamline operations, improve efficiency, and ensure our readiness for the increasing complexity of global transactions.”

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**Mr. Sapol Pongthong**

NetSuite serves as a unified platform that integrates front-end and back-end operations, enabling seamless management through a single source of data.

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“We recognized the potential of the Jcurve team after our initial consultations about the challenges our company faced. Jcurve provided practical solutions and insightful advice, which gave us the confidence to make this significant operational change,”

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**Mr. Sapol Pongthong**



# Benefits Achieved

The key factor that highlighted the benefits for us was the exceptional support provided by Jcurve during the system implementation. With their professional team, the process was seamless and effortless. Following the implementation and use of the system, Mr. Sapol highlighted several key improvements that Ravipa experienced:

-  **Timely resolution of bottleneck problems:** Issues could be identified and addressed promptly, minimizing disruptions.
-  **Enhanced data security:** Confidence in the system's robust measures to safeguard sensitive business information.
-  **Clearer performance evaluations:** Operational outcomes could be assessed with greater accuracy and clarity.
-  **Improved data accuracy and quality:** Ensuring reliable insights for decision-making.
-  **Better inventory control:** Real-time data updates enabled more effective inventory management.
-  **Automation of workflows:** Streamlined processes reduced manual intervention and increased efficiency.
-  **A single source of truth:** Providing reliable, centralized data for both users and back-end operations.

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These benefits have enabled Ravipa to strengthen its operational efficiency, support informed decision-making, and ensure the company is well-positioned for future growth and challenges.

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## Impression of Jcurve

Having a robust system alone is not enough; without professional implementation, achieving the desired goals becomes impossible.

“Knowing that Jcurve is an international service provider further reassured us, especially as we plan to expand our business overseas. Choosing to work with Jcurve has truly been the right decision.”

He added, “Having a professional team handle the implementation and staying with us from the beginning made the process seamless and much easier. During the system's usage, the Jcurve team has been consistently supportive, always ready to assist and provide prompt answers to our questions. Their dedication has been instrumental in our success.”