



RITUALS...

Retail

Rituals brings calm to its finance operations with Routty for AP and AR automation

The global wellbeing brand enhances its finance operations through automation.

With Routty AP and AR, Rituals streamlined PO matching, adopted e-invoicing, and unlocked actionable insights, supporting growth across its global retail and e-commerce channels.

Founded in 2000 and headquartered in Amsterdam, Rituals Cosmetics Enterprise B.V. blends luxury home and body care with mindfulness and sustainability. Inspired by ancient Eastern traditions, their collections span skincare, bath and body products, home fragrances, and wellness accessories. With over 1,000 stores in 30+ countries and a presence in airports, luxury hotels, and online, Rituals delivers an immersive customer experience rooted in wellbeing and conscious living.

Manual invoicing stood in the way of Rituals' growth rhythm

Behind the scenes of its serene customer experience, Rituals was facing friction in its invoice handling process. Matching invoices with purchase orders was time-consuming, manual coding slowed things down, and a lack of structured data limited financial visibility. E-invoicing capabilities were also missing. "We needed a more intelligent and scalable approach," says Head of Business Technology, Stefan Vink.

Dynatos and Routty came recommended by Coupa and delivered

When Rituals looked to extend invoice automation within their Coupa environment, Coupa recommended Dynatos as a solution partner. Rituals selected Routty for AP and AR automation including e-invoicing enablement. From the start, Dynatos acted not only as a supplier, but also as a sparring partner. "It was hands-on and flexible," says Stefan Vink, Head of Business Technology. The collaboration laid a solid foundation for scaling automation across Rituals' finance processes.

Process insight through challenge and collaboration

During implementation, Dynatos added real value by actively questioning existing workflows, especially around outbound e-invoicing. "We were challenged on why we were doing things a certain way, or why we weren't doing them differently," says Stefan.





Routty, as a software solution, and Dynatos, as a strategic partner, played a key role in building an efficient, scalable, and future-proof P2P process. Having a partner like Dynatos, who collaborates, challenges your thinking, and brings new ideas, is essential to establishing a strong P2P process.

Stefan Vink,
Head of Business Technology, Rituals

That reflection led to process revisions that not only increased internal efficiency but also created a better experience for Rituals' customers. It marked the start of a broader shift: from isolated tasks to end-to-end process thinking across finance.

Smart automation drives insight and scalability

With Routty, 40% of PO-backed invoices are now automatically matched. The platform also enabled e-invoicing flows, reducing manual work and improving invoice intake speed.

Key benefits for Rituals

- ✓ 40% of PO-backed invoices auto-matched
- ✓ Ensuring compliance with regulatory requirements while achieving automation goals.
- ✓ Cloud-based analytics drive process learning and improvement
- ✓ Positive user experience with intuitive onboarding
- ✓ Certified Coupa integration for all incoming (e-)invoices

Cloud-based exports allow Rituals to monitor and refine performance. "We're now learning from our data," Stefan says. "It's helped us elevate the process."

We reduced invoice handling and improved coding for non-PO invoices, which has helped us keep our team lean, though we still require additional hands within AP to keep up with growth," says Stefan.





Looking at P2P with a broader, smarter lens

Beyond process gains, Routty sparked a mindset shift. "For me, the biggest impact is the holistic view we now have of our P2P process," says Stefan. "Dynatos and Routty allow us to tweak different parts, challenging us to think beyond isolated tasks." Rituals is exploring further integration, such as AI-driven Intelligent Document Processing (IDP), while suggesting future improvements, including more innovative PO-line matching and predictive coding templates.

Want to simplify your finance processes? Let's talk. Dynatos helps leading lifestyle brands like Rituals connect finance and technology with purpose.

What can we do for you?

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