

CASE STUDY

NETSUITE FOR ADVERTISING SERVICES



ABOUT COMPANY:

One of the leading company in the advertising services industry which is an innovator and creator of points experiences, insights, commerce, and engagement. By tantalizing members with more choices and arming programs with insights on behavior - anticipating both present and future needs - the organization delivers powerful solutions that amplify engagement and build loyalty.

COMPANY LOCATION

Zurich, Switzerland
Dubai, UAE
Pune, India
Georgia, United States
Latvia, Europe
Tokyo, Japan
Brighton, England(UK)

INDUSTRY

Software And Technology Companies,
IT Industry

APPLICATION REPLACED

Microsoft Office
QuickBooks
Tally
Sage

NETSUITE SOLUTION

NetSuite ERP
NetSuite OneWorld
NetSuite Advanced Financials
NetSuite Advanced Projects
NetSuite Fixed Assets Management

THE CHALLENGES:

- ↳ Disparate systems, Multiple sources of truth.
- ↳ It takes months in closing Month End Activities.
- ↳ Manual Consolidation & Intercompany Management.
- ↳ No real-time reports and visibility of Data for making informed decisions.
- ↳ Manual Budgeting & Comparison with Actuals.
- ↳ Manual Tracking of Fixed Assets, Depreciation, Maintenance, Insurance & Fixed asset Register & Revaluations, Reclassifications, etc.
- ↳ Manual Employee Expense Management and Approvals over emails and excels
- ↳ Manual Project & Task Management. No visibility of Resource Utilization & Project Profitability

THE SOLUTIONS:

- ✓ NetSuite ERP was Implemented by AGSuite Technologies as a single Integrated ERP to replace multiple systems.
- ✓ NetSuite Advanced Financials was Implemented to avoid a lot of manual work involved in month-end close.
- ✓ NetSuite Oneworld was implemented to manage all subsidiaries in a single system, Automatic real-time Consolidation & Intercompany Management.
- ✓ SuiteSuccess Bundles bring Role-based Dashboards for all users built using Industry leading practices. Also, the Built-In BI & Analytics tool further helped with additional reporting requirements.
- ✓ NetSuite budgeting module allowed to upload the budget and review real-time Budget vs Actual reports and Variance.
- ✓ NetSuite FAM (Fixed Asset Management) Module helped in automating the complete Fixed Asset Management Cycle.
- ✓ Employee Expense & Reimbursement module helped automate the complete process including approvals.
- ✓ NetSuite Advanced Project Management module helped in managing all the projects, Tasks, Resources, Project Costing & Profitability.