NETSUITE

# NetSuite for Services Companies

NetSuite is the only integrated cloud-based business suite designed specifically for services companies. It streamlines business processes and provides a comprehensive back-office and front-office foundation, so you can accelerate the productivity and profitability of your services organization. >

PROJECT-BASED ORGANIZATIONS

PRODUCT-BASED ORGANIZATIONS

MEDIA & PUBLISHING ORGANIZATIONS

# OVERVIEW

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Alan Newman, CFO at YouGov shares the challenges they faced using Sage with NetSuite President & CEO Zach Nelson

Over 20,000 companies and subsidiaries use NetSuite.

LEARN MORE

**WHITE PAPER:**

The Great Debate: One Integrated Business System vs. Siloed Applications

To drive client satisfaction and business innovation, services companies need to make sure they have the right business systems in place to achieve success.

In today's global economy, modern services organizations must constantly evolve to ensure they provide the talent, skills, and experience to deliver projects that meet or exceed their clients' expectations. To increase customer satisfaction and ensure profitability, every services organization needs to streamline operations and optimize the way it manages resources.

## TODAY'S CHALLENGE: STANDALONE SYSTEMS

For too long, services companies have relied on a mix of disconnected business management systems to run their organizations. Many struggle with legacy financial applications that don't offer the functionality to provide real-time visibility into financial data anytime, anywhere or manage complex project accounting. And stand-alone customer relationship management systems make it challenging to share critical customer information, determine what contracts are in the pipeline or predict what resources and skills may be required for future work. At a time when there is greater pressure on margins, it is imperative for service organizations to have the infrastructure in place to reduce revenue leakage and optimize profitability. Integrated applications streamline and automate operations, simplify billing, and provide end-to-end visibility into business processes.

## THE FUTURE: UNIFIED CLOUD SOLUTIONS

With decades of focus on services companies of all sizes and specialties, NetSuite's unified solutions offer the flexibility, functionality and cost-effectiveness to help client-centered businesses modernize and innovate to drive profits and growth. And because NetSuite is cloud-based, services companies will benefit from fast implementation and a lower total cost of ownership (TCO) with the elimination of constant, expensive hardware maintenance costs and the hassles of upgrades associated with on-premise solutions.

With NetSuite, you can optimize the vital bid-to-bill lifecycle with unprecedented visibility and control across all areas of services operations. With all your information in one place, you can improve resource utilization, revenue per consultant and on-time delivery.

**NetSuite's unified solutions offer the flexibility, functionality and cost-effectiveness to help client-centered businesses modernize and innovate to drive profits and growth.**

# BENEFITS

NETSUITE

White Paper: Read how integrated Professional Services Automation, Customer Relationship Management and Financials can transform your services organization

**NetSuite SRP clients achieved net earnings of 13.2% compared to 11.4% for the benchmark.**

—Services Resource Planning White Paper

## LEARN MORE

**BUYER'S GUIDE:**

Buyer's Guide for Media & Publishing Organizations

Project-based ERP Buyer's Guide

Optimize and transform operations with NetSuite to improve efficiency and build better client relationships.

## For Project–and Product-Based Organizations:

### SIMPLIFY COMPLEX ACCOUNTING

Manage the complexities of project accounting, including billing, revenue recognition, and contract renewals.

### INCREASE VISIBILITY INTO ALL ASPECTS OF THE BUSINESS

Enhance decision-making by gaining real-time 360-degree visibility into key operational and financial metrics, including KPIs and forecasts.

### IMPROVE RESOURCE MANAGEMENT

Designate the best available talent for assignments based on skill sets and industry expertise.

### ENHANCE TIME AND EXPENSE MANAGEMENT AND BILLING MANAGEMENT

Reduce potential revenue leakage by simplifying timesheet and expense reporting and tracking. Compress billing cycles by mapping entry and approval processes to unique business needs.

## For Media/Publishing Organizations:

### STREAMLINE OPERATIONS

Take advantage of one unified solution that integrates sales with back office accounting, financial and order management processes to more effectively manage all subscribers and advertisers. Execute sales campaigns within the system and readily measure results.

### ACCELERATE SALES AND CUSTOMER SERVICE PRODUCTIVITY

Easily manage both sides of selling. Accelerate the sale of insertion orders to advertisers and compress lead-to-cash timelines. Grow your subscriber base by selling subscriptions to readers and using advanced renewal management capabilities to obtain single views of every customer to provide improved customer service.

### TRACK ADVERTISING PERFORMANCE

Achieve full visibility and track advertisement performance from the time an insertion order is received through fulfillment and verification.

# FEATURES

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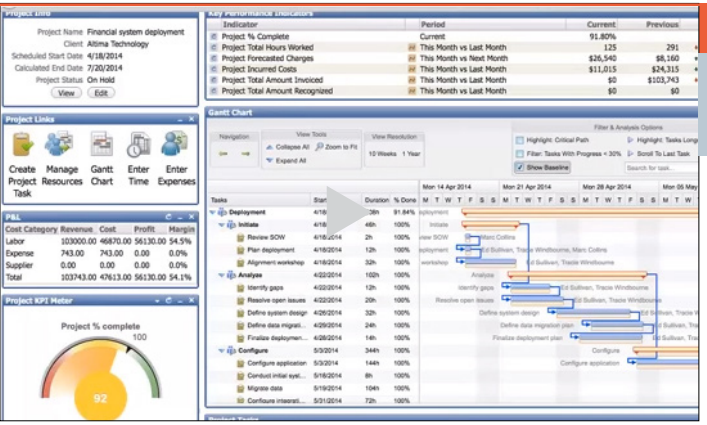


See a live demo of NetSuite Services Resource Planning at SuiteWorld

Project- and product-based businesses have a clear need for visibility into the services, product and financial data that has traditionally been siloed across their organizations. Having that data in one unified, cloud-based system is a compelling offering in the global SRP market.

**—Mike Fauscette, Group Vice President, Software Business Solutions, IDC**

## LEARN MORE

**WHITE PAPER:**

Benefits of Services Resource Planning

## NetSuite's Integrated Applications Make the Difference

### SUPPORT YOUR ORGANIZATION END TO END

Stop wasting resources managing disconnected systems. NetSuite's unified solutions automate key aspects of the business to improve decision-making visibility and enable resource optimization to boost profits.

### ADVANCED RESOURCE MANAGEMENT, PROJECT MANAGEMENT, AND PROJECT COSTING

Take advantage of all the tools needed to leverage resources, manage projects, and deliver profitable quality services to clients.

### FINANCIAL MANAGEMENT CAPABILITIES THAT SURPASS TRADITIONAL ACCOUNTING SOLUTIONS

Comprehensive financial management features easily integrate with project delivery, sales, and other back office processes, including revenue recognition, and automated billing and contract renewal features

### CRM

Sales force automation, marketing automation, and customer support services are all linked to the back office finance systems and project delivery to give professional services and finance teams visibility into deals in the pipeline and their contract terms.

### ACCESS ON-THE-GO

Because NetSuite solutions are run in the cloud, services professionals can take advantage of online and mobile access to work where and when they want.

### ELIMINATE THE EXPENSE OF HARDWARE MAINTENANCE AND UPGRADE COSTS

NetSuite's cloud subscription model provides an IT department, lower costs, and anytime, anywhere access. The latest software enhancements are applied automatically, and customizations carry over with each upgrade.

### INDUSTRY-LEADING CUSTOMIZATION

Easily customize NetSuite's integrated applications to meet unique business needs with SuiteCloud, a comprehensive offering of cloud development tools, applications, and infrastructure.

# FEATURES

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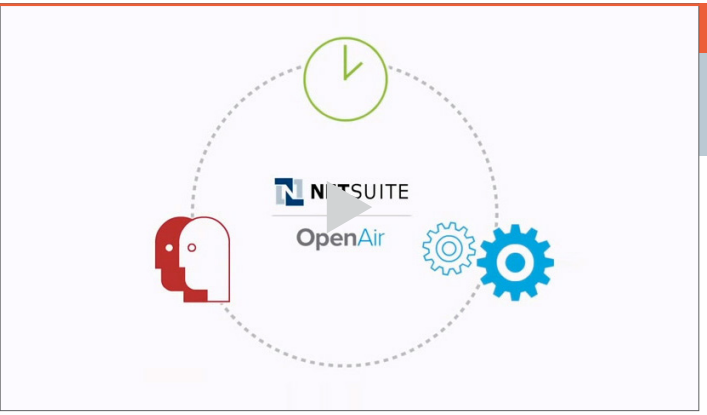
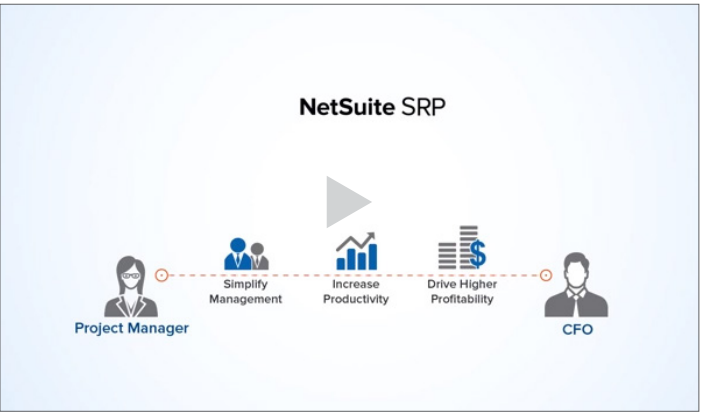



Learn more about NetSuite OpenAir




See how NetSuite Services Resources Planning can transform your organization

## LEARN MORE

**NETSUITE DATA SHEETS:**

NetSuite OpenAir
NetSuite Services Resource Planning

NetSuite offers the optimal tools to target the most pressing issues facing project-based services organizations.

### NETSUITE OPENAIR

NetSuite OpenAir is a standalone services automation platform that makes it easy to achieve clear visibility into project- and product-based businesses—from bid-to bill. It also streamlines project accounting and the complexities of billing, revenue recognition, and contract renewals.

#### **NetSuite** OpenAir

**PAIN POINT**
Struggle to manage the complexities of project accounting, including complex billing, revenue recognition and contract renewals.

**PAIN POINT**
Lack visibility into project and product-based businesses from bid-to-bill

**PAIN POINT**
Inability to easily collect and share client, resource and project knowledge to optimize business operations

**PAIN POINT**
Difficulty enabling consultants and workforce to work easily anytime, anywhere

### NETSUITE SERVICES RESOURCE PLANNING (SRP)

NetSuite Services Resource Planning is a complete services management solution that helps provide visibility into all aspects of the business, including forecasting, resource management/ utilization, project management, and KPIs.

#### **NetSuite** SRP

**PAIN POINT**
Lack visibility into all aspects of the business, including forecasting, resource management/ utilization, project management, and KPIs.

**PAIN POINT**
Struggle to reduce margins by improving the efficiency of day-to-day management of services business

**PAIN POINT**
Struggle to correctly assign resources to the right projects and bill hours accurately to ensure profitability

**PAIN POINT**
Struggle to integrate sales and order management with back office processes

# FEATURES

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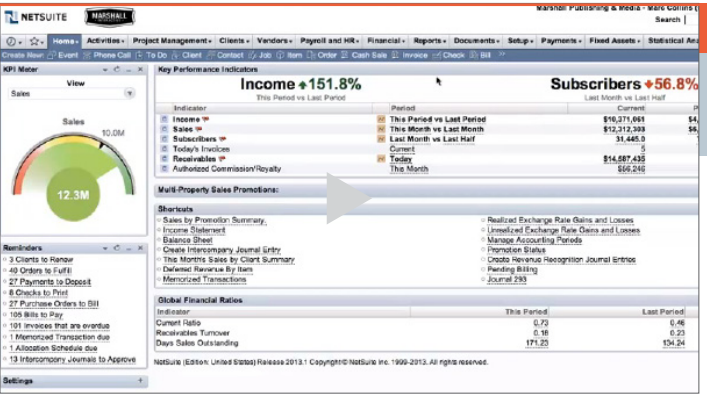


Live Demo: NetSuite for Media & Publishing Companies

"Implementing NetSuite allows us to quickly expand and grow our business. Consolidating all our global accounting systems with NetSuite has enabled our finance department to spend less time on reporting and be more effective and efficient. As NetSuite is cloud-based, our entire team can access and analyze a single version of the truth quickly anywhere and at any time."

**—Patrick Knight, Head of Finance at DWA**

## LEARN MORE

**NETSUITE BUYER'S GUIDE**

A Buyer's Guide to Business Management Software for Media & Publishing Companies

NetSuite for Media & Publishing Companies provides the ability to manage all customers—subscribers and advertisers alike—in a unified suite that combines sales with back-office financial, accounting and order management.

### NetSuite for Media & Publishing Companies

Traditionally, media and publishing firms have struggled to juggle different software applications and spreadsheets to manage their businesses. Not only does this waste resources, it takes the focus off of the executive planning and decision-making necessary to increase growth and profits.

With NetSuite for Media & Publishing Companies, media providers can use one industry-specific and customizable application to streamline and automate end-to-end customer relationship management (CRM) and financial business processes. They can access accurate information in a more timely manner to gain key insights, take advantage of new opportunities, and improve the bottom line.

### CRM

Execute sales campaigns with the system and easily measure the results. Manage your subscribing customers and better control your profit cycle—from advertising prospects through ad invoicing to upselling and retaining advertisers for the future. Track advertisements from insertion order through fulfillment and verification, then automatically generate invoices per customized billing schedules.

### FINANCIALS

Securely and accurately manage all financials, including General Ledger, Accounts receivable and Accounts payable. Take advantage of standard customizable reports. Multi-currency management features also benefit global media and publishing companies with international, complex multi-media financial management requirements.

# CUSTOMER SUCCESSES

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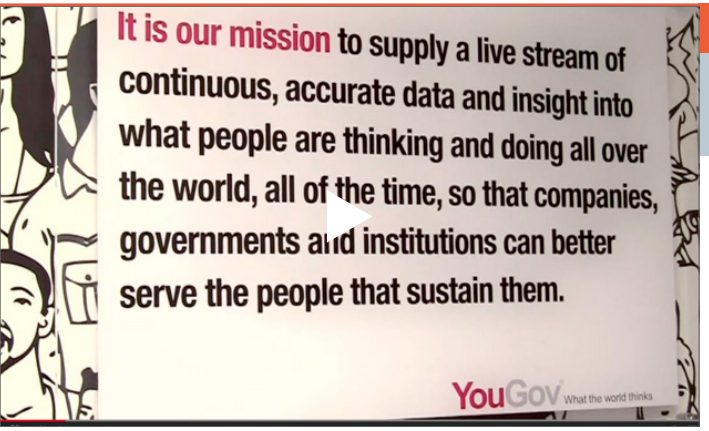


YouGov leverages NetSuite Cloud ERP to streamline its operations

"NetSuite's integration of CRM, sales and financial functions means that we have one version of the truth and different business functions can rely on information that is defined in the same way across the business."

**—Alan Newman, CFO of YouGov**

## LEARN MORE

**WHITE PAPER:**

NetSuite Powers the Best of the Best Service Organizations

Click below to find out why over 1,500 services organizations use NetSuite, making it the world's #1 cloud business management suite.

ABS-CBN · AdRoll · appnexus · BearingPoint. Management & Technology Consultants

The Boston Globe BostonGlobe.com · EBSCO Information Services · Gawker Media · HighPoint Solutions

MediaMath · Prudential Locations LLC · SAIC · SET

SHEKNOWS · SCHOLASTIC · Structure · the ONION America's Finest News Source

THRILLIST Media Group · topdown CONSULTING · ucg · YouGov

URBANDADDY · W2O GROUP · ZIFF DAVIS

# RESOURCES

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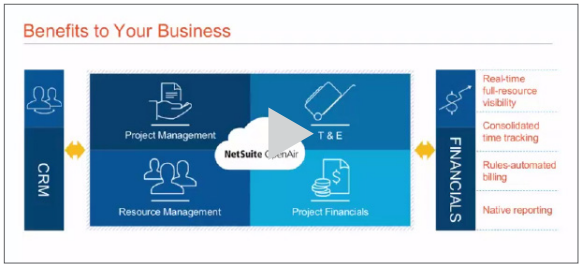
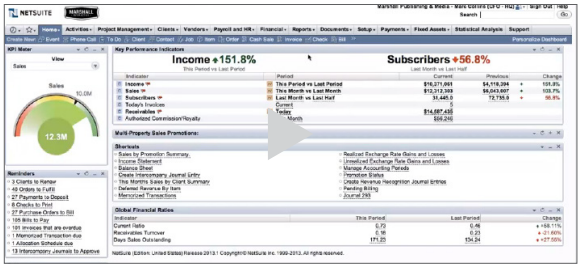
## WATCH VIDEOS




NetSuite OpenAir Demo Webinar



NetSuite for Media & Publishing Companies Demo

NetSuite Services Resource Planning Overview

Contact us or explore these resources to find out more about NetSuite solutions.

## LEARN MORE

### NETSUITE DATA SHEETS

**NetSuite Services Resource Planning**
Seeking a complete business management solution to manage your services organization? LEARN MORE

**NetSuite OpenAir**
Seeking a standalone professional services automation solution? LEARN MORE

**NetSuite ERP**
Seeking to run all your key back-office operations and financial business processes in the cloud—including accounting, inventory, and supply chain and order management? LEARN MORE

**NetSuite CRM**
Seeking customer lifecycle management, from marketing and opportunity management, to order management, customer upsell, cross-sell, renewal, and customer service? LEARN MORE

### NETSUITE WHITE PAPERS

**Project-Based ERP Buyer's Guide**
LEARN MORE

**Media & Publishing Buyer's Guide**
LEARN MORE

**Professional Services Automation (PSA) Buyer's Guide**
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**NetSuite Partners**
NetSuite is supported by a thriving ecosystem of partners who provide innovative third-party solutions tested and developed specifically to work with NetSuite. LEARN MORE

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