



Introducing

# NetSuite Agency Edition

A Cloud Management  
System for Agencies

ORACLE  
NETSUITE

## Industry Leading Software Alone is Not Enough

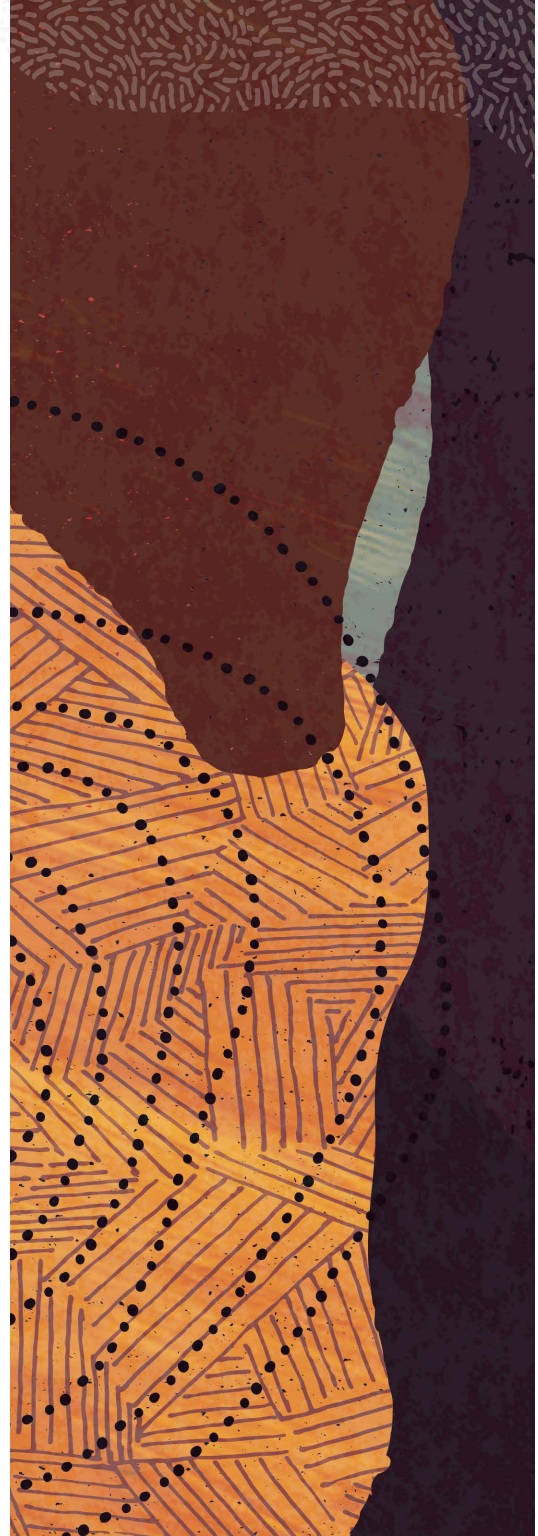
The shift of client and consumer expectations has agencies undergoing rapid transformation. Both in-house and independent agencies are navigating change on an ongoing basis—keeping pace with emerging trends and acting with increasingly limited resources. Amongst it all, client demand for great creative, predictable production execution and transparency into their investment is driving industry change. Yet, many agencies are relying on disparate management and billing systems, leaving leadership without a single actionable view of the business.

Agencies need a financial foundation combined with project operational components in order to have a unified vision in one system. NetSuite offers cloud software that automates critical business processes and consolidates financial data into a single, unified view, even across multiple subsidiaries, with multiple revenue types, across international boundaries with varying currency, tax and regulatory requirements.

Flexible business systems allow agencies to continuously meet the evolving needs of their customers and readers, capitalize on market opportunities, and grow quickly and efficiently.

### NetSuite Benefits:

- Maximize client and project profitability.
- Improve cash flow forecasting.
- Improve resource utilization.
- Gain complete visibility to enable better decisions.





“If we didn’t have NetSuite, we would not be able to run today’s global business. With NetSuite, we are more resilient and less dependent on tribal knowledge.”

Noah Finn, Founding Managing Partner,  
Finn Partners

## Built and Delivered with Industry Experience

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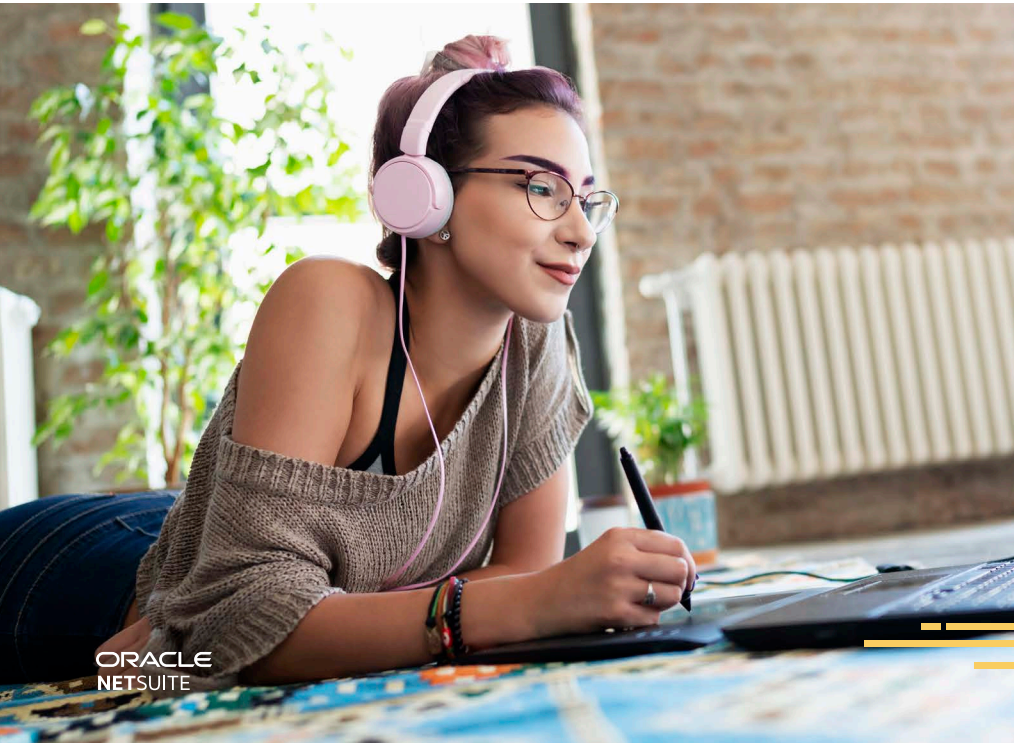
With many agency customers, we have deep experience in working with companies like yours. NetSuite has taken this industry expertise and bundled it into the advertising solution to solve the unique business challenges. Combine this industry expertise with the leading practices developed by our Advertising-dedicated professional services team, we enable our customers to transform their businesses in consumable stages to develop competitive advantage in the marketplace. We call this approach SuiteSuccess and it is only available from NetSuite.

### Key Benefits

**Deliver** the ideal customer experience by phasing out costly, outdated and unruly systems using a prescribed Stairway methodology.

**Maximize** time-to-value by combining strategic services, partnerships and value-added products for a complete end-to-end solution.

**Optimize** business processes with tailored features, designed to meet the dynamic needs of agencies.





## SuiteSuccess

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SuiteSuccess is a stairway approach to technology and business. Recognizing that one cannot boil the ocean, we understand it's virtually impossible to transform a business in one giant leap. That was the ERP of yesteryear, a painful, multi-year big-bang implementation odyssey. Commonly that resulted in over-promising and under-delivering. We've changed all that.

The SuiteSuccess stairway is presented in five consumable steps. It is designed to first establish where you are as a business and understand the foundation you are built on. We discuss the technology platform and uncover areas where your business can grow, all while understanding the phases you have for your business.

We recognize that every business is unique and that one size does not fit all, in advertising nor in technology. Our team works to identify your business needs and priorities because everyone has a different starting point, business model and direction moving forward.

The stairway guides us but it's the combination of working closely with your business and the NetSuite team that adapts the stairway methods to your specific needs.

**“NetSuite allows us to scale up to as large as we need to go.”**

Dianne Gates, CFO, Miles Partnership



# NetSuite Stairway

## Advertising



### Establish

- Financials and projects
- Billing and revenue management
- Purchasing, time and expenses
- Analytics and dashboards

### Elevate

- Advanced revenue management
- Procurement
- Resourcing and people management
- Planning and budgeting
- Approvals

### Expand

- Media integration
- Billing automation
- Enhanced approval workflows
- Advanced reporting
- Contract renewals

### Accelerate

- Client development
- Resource optimization
- International expansion
- Intercompany automation

### Dominate

- Governance and compliance
- Client self-service
- Talent management
- Advanced planning



## Together we can chart a course forward. Here's how we do it:

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**Step 1 Establish:** The main goal is to create and implement the foundational, cloud-based platform upon which to build future transformation. We leverage the NetSuite unified data model to combine financials and projects, billing and revenue management, analytics and dashboards on the same platform. Gone are the fractional point solutions and the endless hours spent trying to reconcile the inevitable differences in all those pieces of software. Instead we have one version of the truth, available to all business users regardless of where they operate in the enterprise. From CEO to AR, everyone views the same source of data at the same time.


**Step 2 Elevate:** With the NetSuite platform in place, we can continue the transformation with the expansion of channels, such as the addition of a resourcing and people management and project profitability. Here we seek to bring that unified model of customers, revenue management, forecasting and financials to the four corners of our business.

**Step 3 Expand:** Platform in place, freed from the overhead of an IT infrastructure, agencies can now focus on pitching and winning new business instead of just trying to keep the old technology stack afloat. Media integration and billing automation and those complexities are now available and deployable.

**Step 4 Accelerate:** To support the business in place, client development, resource optimization and intercompany automations are key. Formerly impossible with the point solution approach. Now agencies are increasing utilization and agility, making data-driven decisions and improving profitability.

**Step 5 Dominate:** This is when technology is no longer the inhibitor. A place where we would all like to be, leading from the front, driving and delivering on new business capacity without having to constantly worry about the attendant technology. Allow NetSuite to deliver on the technology and innovation roadmaps, so you can run your business. With two product releases a year, our team is staying abreast of business technology to deliver the best outcomes for our customers.





“Since implementing NetSuite, our customers are very satisfied with the output they’re getting. They’re talking to one person versus multiple departments.”

Stewart Ellner, Vice President of Finance, Oxford Road

## Product Designed with Your Business in Mind



NetSuite’s Agency Edition is designed to give your team the tools it needs to monitor the business, enabling faster and better decision making while improving your bottom line. The agency solution was designed and built with the help of many of our key customers. This involves an iterative design process that directly includes the customers in the design of the solution and allows them to preview the user experience to see exactly how each screen and process will look and function. During this process, we identified many key roles within an agency, but the system can be easily adapted to the specific needs of each customer. The result is a complete, end-to-end management system tailored to the needs of today’s advertisers.

## Pre-Configured Dashboards, KPIs and Reports



Every user of NetSuite is presented with a home dashboard that has been designed to present only the information that is required for that role to perform their daily tasks most efficiently. The dashboard serves as your central hub of information complete with pre-configured alerts, KPIs, reminders and report snapshots—all of which are updated in real-time.





“We were flying blind, and now with NetSuite we have increased accountability across all departments and can make sure everyone is on the same page. NetSuite has allowed us to grow and evolve and stay on top of our industry. We wouldn’t be where we are today without the comfort and features NetSuite has provided over the last six years.” Adtegrity

# Financial and Accounting

Today, many businesses in the industry rely on multiple point solutions that can't achieve all their financial reporting needs. Because of this, companies leverage tools such as Excel to piece together and view financial and accounting data. This static data makes it nearly impossible to obtain accurate insights into the business and often results in data prone errors. The outcome requires significant amounts of time wasted on building reports, and most importantly it hinders the ability to make an intelligent decision. Additionally, the lack of accurate data across the organization can affect all departments, resulting in problems such as restricted cash flow as well as lengthy and inefficient period-end close process.

NetSuite's cloud-based single platform architecture ensures complete real-time visibility into the financial performance of the business from a consolidated level down to the individual transactions. It seamlessly integrates with NetSuite project and resource management, time and expense, and CRM functions to streamline critical processes and deliver the best outcomes for your business.

## Key Benefits

**Eliminate** data prone errors with out-of-the-box reports and a robust reporting engine.

**Automate** collections, billing, invoicing, and approval workflows

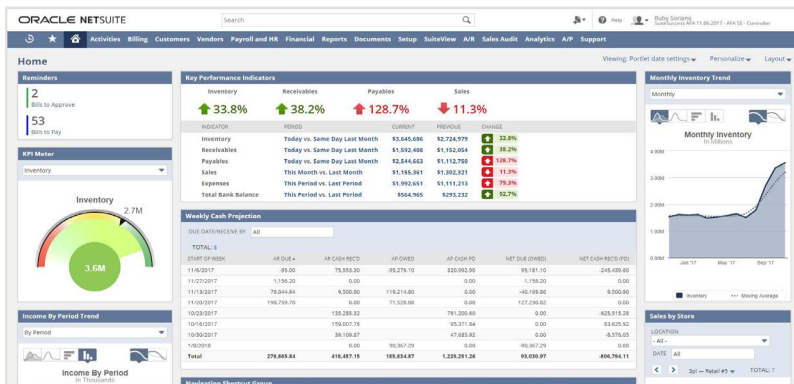
**Drill down deeper** from historical data to the transaction level to gain more insight.

**Drive** financial excellence with real-time reporting.

**Eliminate** billing errors and strengthen revenue recognition processes.

**Close** your books faster.

**Improve visibility** into costs, revenues and margins.



Keep a Pulse on Finances with the Controller Dashboard



## Key Benefits

**Elevate** productivity across the organization with a 360-degree view of your customers.

**Improve** oversight of your operations, maintain tighter control of project accounting.

**Engage** with clients, from anywhere, on any device with one unified cloud platform.

## Project Management



Manage your organization more effectively with integrated project management, project tracking and reporting with NetSuite Project Management. You can automate project creation when specific services are sold and automatically track percent complete, time budgeted and time spent on project tasks. Reports for utilization and backlog help analyze employee workloads and efficiency.

## You're in Great Company



NetSuite's depth of experience in the advertising space, coupled with its SuiteSuccess industry solution, transforms the way NetSuite builds, sells, delivers and supports industry solutions. We've tailored the best of NetSuite's products and professional services and built strategic partnerships to deliver a whole offer solution to meet the dynamic needs of today's modern business.

Over 20,000 customers around the world are transforming their businesses with NetSuite. Your company can too. With amazing customers in the agency space, we've got deep experience working with businesses just like yours.





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