Advertising and Digital Marketing

With the ongoing shift to the digital economy, advertising and marketing agencies have undergone rapid transformation in recent years— so much so that traditional marketing agencies have given way to digital marketing agencies. Such disruption has led to new challenges: the need to reinvent business models and strategies to remain relevant, the need to implement a business system that can adapt to industry changes, the need to improve utilization and profitability, and to expand internationally.

Key Benefits

- Improved utilization
- Increased profit margin
- Innovation
- Agility
- Advancement through international expansion
- Improved operational efficiency
- Digitization of business processes
- Reduced cost to serve

If you're like many advertising and digital marketing agencies, you've built your own products and your entire business based on proprietary technology. You need a services provider that can help integrate these systems with a single cloud solution and a partner that understands the leading practices for the advertising and digital marketing industry.

The good news is that with disruption, there is also opportunity—an opportunity to improve antiquated systems, create processes that lead to higher productivity and establish an infrastructure that will enable you to focus on what you should be focusing on: remaining competitive in an ever-changing industry.

With NetSuite Services, you don't have to do it alone.

NetSuite Services offers companies in the advertising and digital marketing industry support for the full lifecycle of your business—from the initial NetSuite implementation with our exclusive SuiteSuccess methodology to our online training services with Learning Cloud Support, to continuous managed services with Advanced Customer Support. We help advertising and digital marketing agencies seamlessly transition to the cloud, while addressing the industry challenges of digitization of business processes, utilization

of resources, global advancement through expansion, improving profit margins and major disruption in the advertising industry.

Our services team is comprised of a deep bench of consultants with a deep understanding of advertising and digital marketing agencies, the challenges you face and the best practices to help you transition to an optimal state of operations. We leverage the SuiteSuccess model and methodology to ensure a solution built and vetted for companies like yours. The results are improved utilization, increased profit margin, innovation and agility, advancement through international expansion, improved operational efficiency and reduced cost to serve.

NetSuite Services – For the Full Lifecycle of Your Business

NetSuite Services is successful in meeting the unique needs of advertising and digital marketing agencies because of the holistic approach we take with every industry. From Consulting Services, to Education Services, Support Services and Partner Services, NetSuite Services offers industry-specific support both before and long after you go live.

NetSuite Services provides a full suite of offerings that includes the following:

Industry Expertise

At NetSuite, we lead with industry. We have deep expertise and experience with advertising and digital marketing agencies and we leverage that expertise to configure and customize the software uniquely to your business. This expertise is integrated into our SuiteSuccess implementation methodology and our exclusive industry-specific add-on service offerings.

Support Services
SuiteSupport, Advanced Customer Support (ACS)

SuiteSupport offerings range from Basic to Premium to provide you with the answers you need, when you need them. Customers who require a greater level of engagement can take advantage of Advanced Customer Support (ACS)—an umbrella offering that provides coverage across all products and all verticals, from technical to functional. ACS is a managed service that takes you from reactive to proactive, keeping your solution at an optimal level, mitigating risks and increasing ROI as your business continues to scale and change.

Education Services
NetSuite Adoption Services, Product Training, End User Training, Learning Cloud Support

One of the most critical factors impacting your success with NetSuite is the proficiency of your users. Our Education Services offerings help ensure your users take full advantage of NetSuite's features and capabilities. Our expert NetSuite education and adoption consultants will develop a comprehensive plan designed to fit your users' learning and business transformation needs, empowering them to drive business results. Our Learning Cloud Support offering provides access to learning content anytime, anywhere.

Consulting Services
SuiteSuccess, Packaged Services, Custom Services

You've invested in us, so we're investing in you. Our team of experts help ensure that you're not paying for any software that you don't need. Our SuiteSuccess methodology offers an agile and staged pathway for you to succeed by engaging you continuously throughout your lifecycle and keeping you on an upward trajectory.

ORACLE NETSUITE | NetSuite Stairway For Agency

www.netsuite.com/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
- Oracle NetSuite Content Cloud Service (NSCE)

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

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

Stairway to Your Success

Through SuiteSuccess, we offer an agile and staged pathway for you to succeed by engaging you continuously throughout the full lifecycle of your business, keeping you on an upward trajectory tailored specific to advertising and digital marketing agencies. Our services team leverages the SuiteSuccess model and methodology to ensure a solution built and vetted for advertising and digital marketing agencies like yours. The SuiteSuccess methodology is focused on four key areas:

- Rapid and efficient implementation
- Leading advertising and marketing industry practices
- Tailored delivery
- Development and expansion

Why NetSuite Services for Advertising and Digital Marketing Agencies

Implementing an ERP system can be extremely disruptive. We understand that for an industry that is keeping up with constant change, time is extremely valuable. You want a quick implementation and a clear timeline with key milestones to reach go-live. We can make that happen.

NetSuite Services is the only services provider that can provide services companies with all the following, and more:

- Industry Experience. Our NetSuite Services team has experience and expertise with advertising and digital marketing agencies and a deep understanding of the challenges you face and the best practices to help you transition to an optimal state of operations.

- Leading Practices to Accelerate Business. Our competitive advantage is that we not only have a product tailored for advertising and digital marketing agencies, but we also have a deep bench of consultants that work with companies like yours all day every day who can share leading practices. Additionally, our verticalization in several industries enables us to share best practices from an adjacent industry, and a more robust implementation. This insight enables our customers to accelerate business.

- Diversification of Revenue Opportunities. We understand that advertising and digital marketing agencies are trying to diversify their revenue opportunities with merchandising and other revenue streams. We help guide you with leading practices on how to enter these new revenue streams or markets.

- NetSuite Expertise. We have the highest number of certified NetSuite consultants in the marketplace. With our proximity to product development, we have the advantage of receiving updates from product development and a broad network of solution consultants and technical account managers with both product knowledge and implementation know-how.

- Better Utilization Rates and Profitability. We help agencies achieve better utilization rates and increased profitability drawing on our years of experience and best practices helping a lot of clients go through this change for the very first time.

- High User Adoption. Our NetSuite change management, education, training and testing teams ensure a successfully implemented solution that works and has a high adoption rate. NetSuite is committed to the development of your business and is therefore invested in the successful adoption of the platform by your organization.

- **Guidance on Customizations.** We guide you on the inherent limitations when trying to build customizations or changes that are not in the box. You walk away feeling like you have entered a great partnership and that we led you down the right path.

- **Experience with Homegrown Systems.** Many advertising and digital marketing agencies have built their own products and their entire business based on proprietary technology. We help you integrate these systems with NetSuite.

- **Global Reach.** NetSuite Services enables advertising and digital marketing agencies that have multiple international subsidiaries. Through our acquisition by Oracle, we have even further strengthened our global footprint and reach with offices around the world with our Global Delivery Centers.

- **Building a System for the Future.** We help you build a platform that represents your requirements for today but has the dynamic to adapt to move forward to be able to retain the work of large clients.

- **Minimal Time Investment.** NetSuite is your partner on the implementation—we perform most of the heavy lifting. Typically, a customer provides a few hours a week for two to four months and then they are on the leading ERP platform.

- **Forecasting.** Predicting performance can be as critical to services organizations as actual results, and often harder to measure. Our team enables you to leverage NetSuite for optimal resource forecasts, revenue and billing schedules, and forward-looking forecasts.

For more information, contact your Account Manager.