

# CASE STUDY

Anthem Holdings, Inc.



**Anthem**  
— PARTNERS —  
WHERE LEGACY LIVES.



## How Anthem Holdings Optimized Growth with NetSuite

Anthem Holdings faced challenges managing its expanding funeral home network. By implementing NetSuite, they streamlined financial consolidation, standardized processes, and enhanced cash visibility. With Centium's assistance, they unified operations across 80+ locations, achieving timely and budget-friendly implementation.

Company Name: Anthem Holdings, Inc  
Location(s): Frisco, TX  
Industry: Death Care  
SuiteSuccess Edition: Financials First Premium  
NetSuite Subscription Duration (Months): 60

Add-on NetSuite Modules:

- None

User License Count - General Access: 35  
User License Count - Employee Center: 1 (5-packs)

Customizations (Workflows, Integrations,  
Custom Solutions, PDFs):

- Vendor Approval Workflow
- Journal Entry Approval Workflow
- Location Defaulting Script
- Account Restriction Script

Third Party Solutions / Connectors:

- Bill.com

Project Start: September 28, 2023

Go-Live Date: January 2, 2024

## ► Why did they decide to implement NetSuite?

Anthem Holdings, a venture backed funeral home conglomerate, was continuing to grow as they bought new businesses. With different systems for their many locations, there was a need to standardize throughout the company. Using NetSuite they knew that they could set up a global chart of accounts and subsidiary structure that would help to facilitate new growth and standards. There was a need to increase controls as well as reporting with consolidated financials and do it quickly. NetSuite would help them ensure compliance across the different locations, reducing the chance of errors and streamlining audits.

## ► Initial Goals and Objectives of the Project

- Create an organizational structure across all locations and businesses with a single chart of accounts.
- Consolidated Financials
- Increased Cash Control and Visibility
- Standardize processes among locations



## ► Goals and Objectives Achieved

- Went live on time and under budget
- Created custom consolidated financial reports
- Implemented a standardized process among more than 10 subsidiaries & 80 locations
- Better vendor management with a custom approval workflow

*The collaboration and support Centium provided was beyond our expectations. They are committed to excellence and are willing to understand your business. We are grateful and value their partnership.*

**Shannon Bischoff**

Executive Vice President – Finance  
Anthem Holdings, Inc.