



NETSUITE FOR AGENCIES

Drive Agency Performance in a Changing World



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Read Time: 11 minutes

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The Changing State of Advertising

The advertising industry is challenged by a new business paradigm. NetSuite sees five disruptive elements affecting how agencies operate in a changing world.

- **Need for a startup mindset.** Regardless of age and stage, agencies need to be nimble and agile in delivering value to customers, as startups would.
- **Opportunity for innovation.** Dynamic agencies with innovative strategies can capture outsized returns.
- **Creative must be relevant.** With all the noise thrown at consumers, creative must be relevant to consumers and delivered at the right time in the right channel.
- **Data drives decisions.** In today's 24/7 world, gut feel in decision-making is not adequate. Companies need data-driven insights to make decisions.
- **Global capabilities.** Agencies are looking to grow by capturing business wherever it happens, which requires global capabilities and linked systems for global consolidation.

STATE OF BUSINESS TODAY

Startup
state of
mind

Opportunity
for dynamic
agencies

Creative must
be relevant to
consumers

Data insights
drive decision
making

Global
Capability
Expected

“NetSuite’s track record and understanding of how global organizations run are unmatched.”

— Chris Hering, Vertical Market Lead, Advertising, NetSuite

Yet agencies face multiple obstacles in transforming their operations for greater agility and innovation. These include having data in multiple places, challenges in resource management, unnecessary reliance on freelancers, operating on both Macs and PCs, a lack of workflow-driven processes and limited visibility that makes it difficult to project profitability by project, client and in total.

Why Agencies Choose NetSuite

Having invested heavily in the advertising vertical, NetSuite is the #1 cloud agency solution with more than 100 agencies using NetSuite, including leading global agencies. NetSuite’s industry-specific solution builds on its leadership as the world’s No. 1 cloud ERP, trusted by more than 30,000 customers of every size, in every industry, across every part of the world.

While each agency is unique, there are four major reasons why agencies choose NetSuite.

- **Designed for modern agencies.** NetSuite’s cloud solution for agencies streamlines the complete bid-to-bill lifecycle, from marketing to resource and project management, service delivery, financials and CRM, so agencies can run more efficiently, transparently and profitably.
- **Flexible, future-proof financial system.** NetSuite’s heritage as a leading financial management platform and now the world’s largest cloud ERP means that NetSuite understands financials, for large and small companies. As new revenue recognition rules come out, NetSuite is there for customers with a solid platform.

WHY AGENCIES CHOOSE NETSUITE



**Designed for
Modern Business**



**Scalability &
Extensibility**

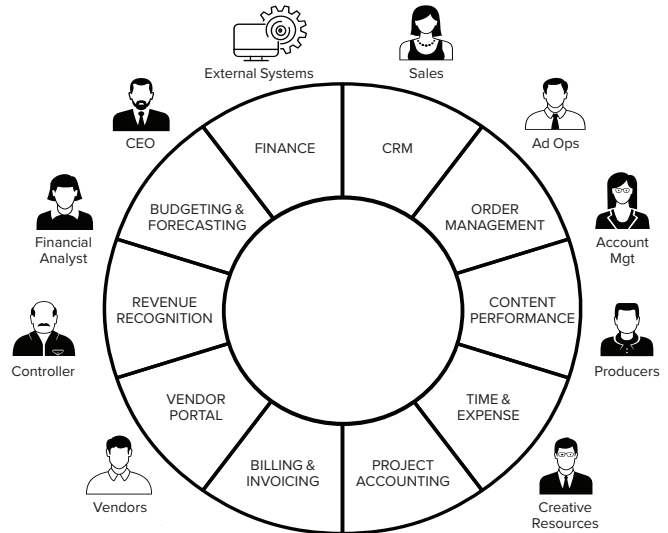


**Unified Data
Model**

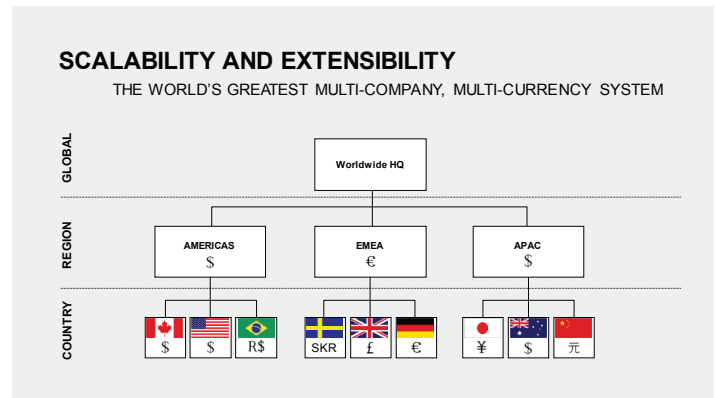


**Financial
System Built to
Last**

- **Unified data.** NetSuite’s single, unified database provides one global customer view and seamless workflows from sales to billing, eliminating the delays and contradictory data of siloed applications. Role-based dashboards enhance visibility across the agency, from the CEO to front-line staff.
- **Scalable and extensible.** As agencies expand their services and geographic reach, NetSuite enables growth with high scalability, and multi-subsiary and multi-currency support. NetSuite is extensible across an agency’s IT environment with a strong, mature API.

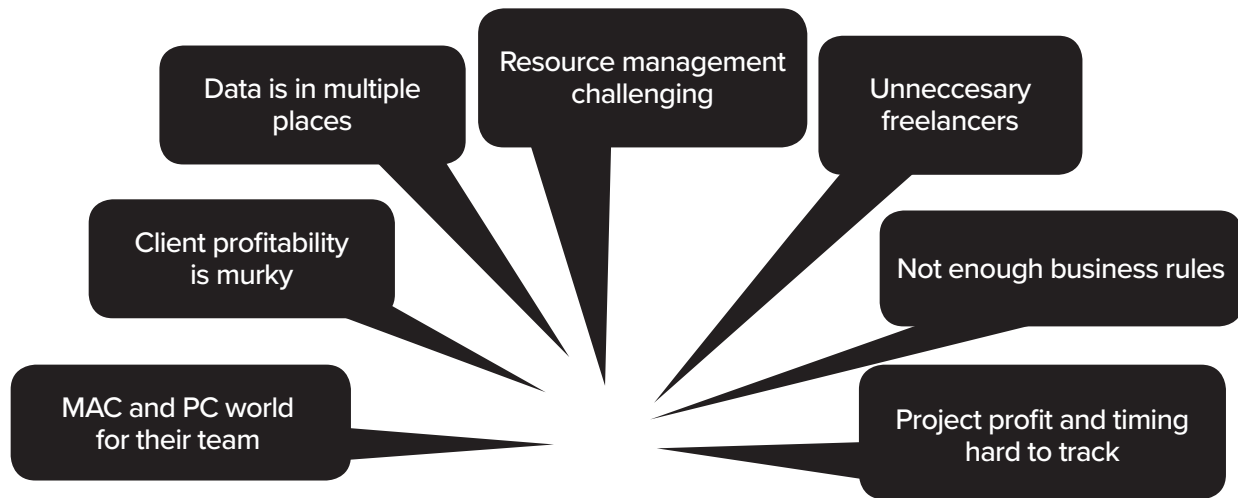


Agencies that use NetSuite have achieved outstanding results, which include dramatically improved visibility, tighter financial management and strong returns.



The Numbers Are In: NetSuite Customer Results

Business Visibility	360° Visibility & Actionable Insight	↑ Increased 50% – 80%
	Collection Time for Accounts Receivables	↑ Improved 30% – 45%
Financial Management	Time to Close Financial Books	↓ Reduced 45% – 75%
	Accounting Staff Productivity	↑ Increased 25% – 45%
	Availability and Utilization of Resources	↑ Improved 20% – 50%
Professional Service Engagement Management	Report Generation Time	↑ Improved 75% – 85%
	Sales Productivity and Capacity	↑ Improved 20% – 40%
Sales and Marketing	Revenue Performance	↑ Improved 2% – 5%
	IT Support Resource Costs	↓ Reduced 45% – 75%
IT Management	Business Continuity/Disaster Recovery Costs	↓ Reduced 50% – 75%



How NetSuite Drives Agency Performance

NetSuite allows agencies to operate within one system with complete real-time visibility. It promotes collaboration and efficiency across an agency, resulting in improved business results and higher client satisfaction. As an operating system-agnostic platform, NetSuite works equally on PCs and Macs—in fact, on any device with a browser.

Key capabilities and focus areas, as [highlighted in this demo](#) of NetSuite for agencies, include:

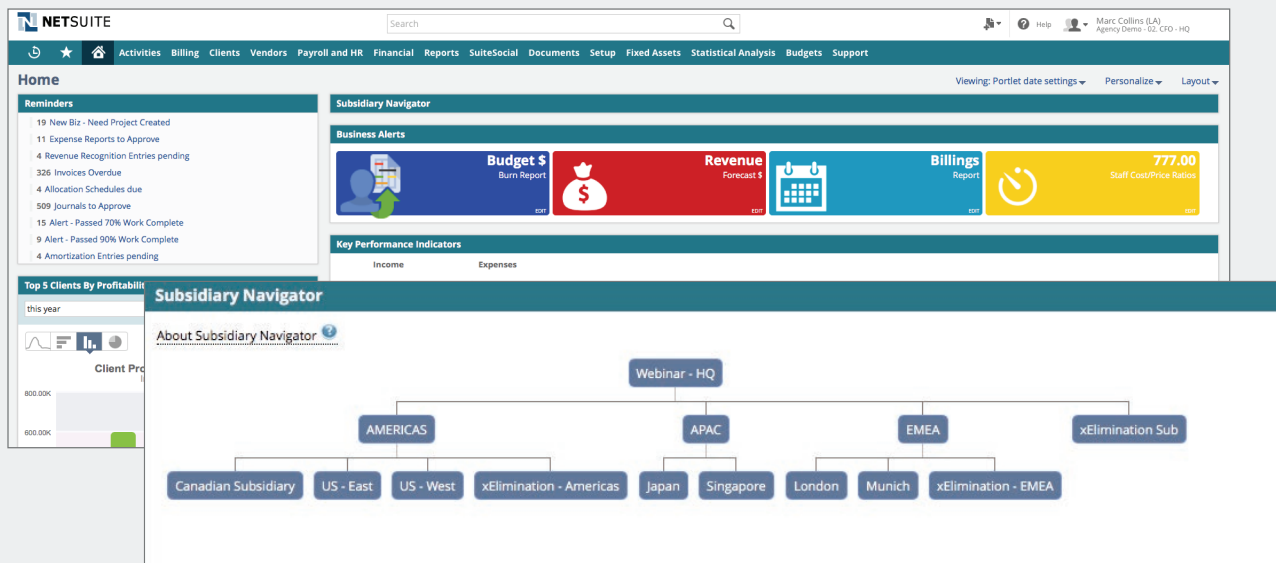
- Personalized dashboards
- Business development
- Project management
- Creative development
- Employee center
- Financial management

Personalized Dashboards

NetSuite dashboards are readily personalized by users to reflect the tasks, metrics and workflows most important to them. In addition, administrators can establish role-based permissions to govern who has access to what data. NetSuite's personalized dashboards drive productivity by centralizing critical information while providing drill-down to granular details.

NetSuite dashboards feature:

- **Search capability** to find anything and drill down to the most granular level.
- **Remembering recent records** to easily find anything that was recently worked on.
- **300 standard reports** that work out of the box and can be customized to unique needs.
- **Role-based personalization** so each employee can tailor his or her dashboard without assistance from a system administrator.



Personalized Dashboards

- **Project visibility** to see data and reports on a project-by-project basis, including complete cash flow of a project.
- **Real-time data** across the business, including open opportunities, project budget vs. actuals and consolidated financial statements.
- **Workflow engine** to create workflows and reminders, such as invoice or expense approvals.
- **Complete audit trail** with information on every transaction, including who and when.
- **Subsidiary and consolidated information** for individuals such as the CFO to view, consolidate and report on data at the subsidiary level.

Business Development

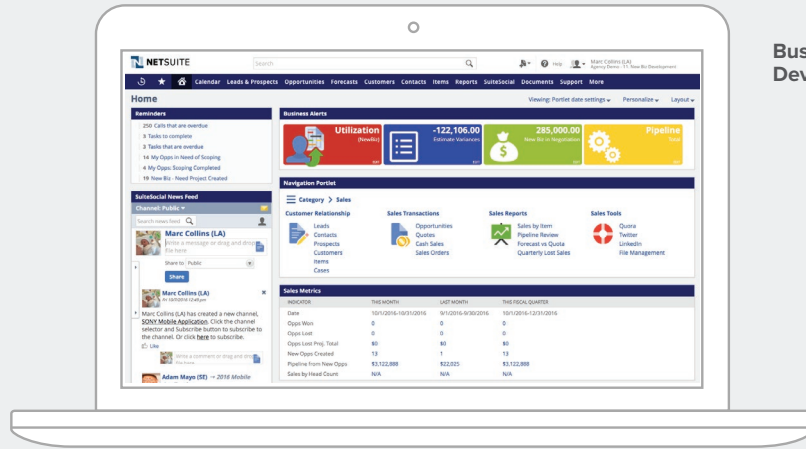
For new business development, NetSuite provides managers with real-time KPIs,

estimates on the resources required for a project and associated probabilities. With insights and collaboration across business development and across the agency, firms can better scope a project, forecast resource needs and optimize their bid.

For business development personnel, dashboards provide access to utilization reports, a complete sales pipeline, new business in negotiation, estimates and variances, as seen below.

Other features useful for business development include:

- **Pipeline reports** in which stages can be personalized, with specific probabilities.
- **Opportunity tracking** that enables assignment of value and other variables.
- **Automated workflows** to seamlessly turn estimates into contracts.



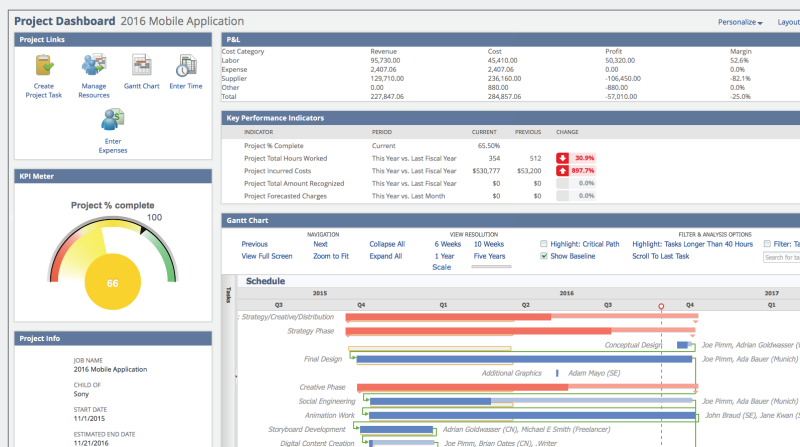
Business Development

- **The SuiteSocial** feature provides a newsfeed and messaging at the project level, supporting real-time collaboration.
- **A 360-degree client record**, with all information about interactions and transactions with a client.
- **One unified database** that gives business development complete visibility into all customer data and resources involved in a project.

Project Management

Project managers need visibility into a project to track key metrics and manage the scope, budget and timeline. Real-time data is important to measuring budget vs. actuals, adjust quickly to challenges and be flexible in resource allocations.

NetSuite dashboards enable project managers to communicate with multiple people through multiple channels, and instantly access information about all projects. Projects are color-coded by the project's health as green,



Project Management

yellow or red, and detailed information is available for each project, including revenue, P&L and margins.

Project managers can be alerted to exceptions, such as margin dipping below a pre-defined threshold, by setting simple triggers. Dashboards also reflect key phases and tasks in a project (as reflected in the screenshot on page 7), what has been done to date, timesheets and estimated work remaining.

An example of how visibility into a project is valuable is reviewing all versions of estimates for a project, seeing what changed, reviewing the contract and tracking actual results and resources.

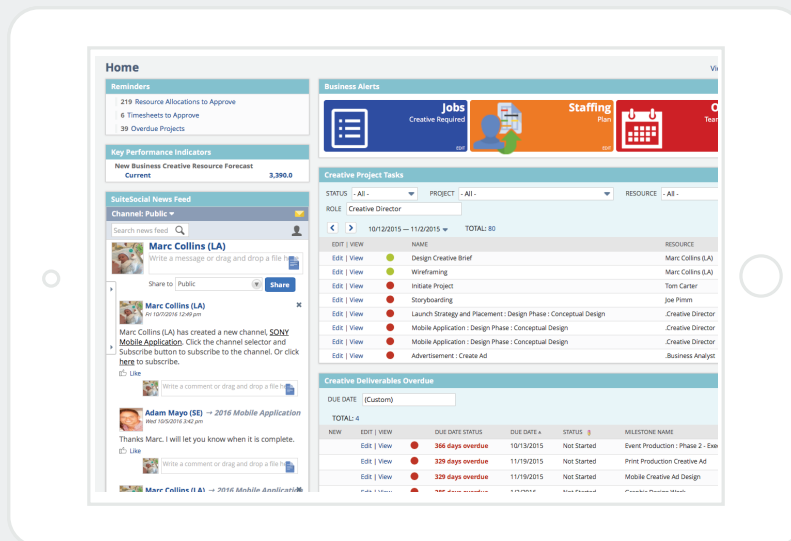
Creative Development

A creative director can use NetSuite to view and manage all aspects of the creative department's tasks. This includes reviewing the status and progress on all creative projects,

seeing everything each team member is working on and how it is progressing, seeing overdue deliverables and using this platform to enter and approve time. (Shown below is the creative director's dashboard).

Creative directors can see a complete social newsfeed and a forecast for creative resources, with information about which resources will be needed for future projects, the amount of resources that are needed and for what dates. Everything can be drilled into for more details.

For example, organizations may have information about specific people that can be accessed (including their skills and rates) with the ability to identify and select resources for a project. The system can also be used for any necessary approvals of desired resources. Creative directors can also assess resources by skillsets, experience and rates, and the utilization and profitability of each resource.



Creative Development

The screenshot displays the Employee Center dashboard with the following sections:

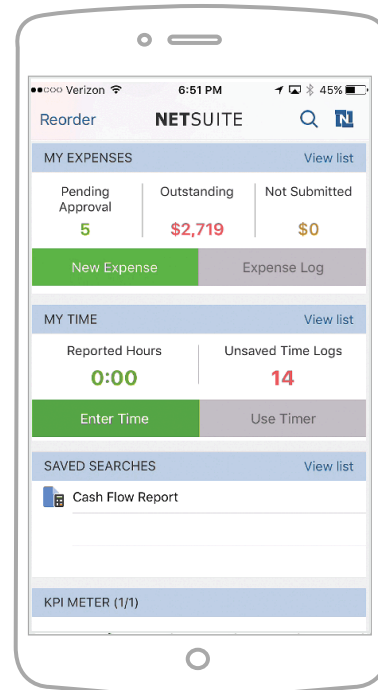
- Home Links:** A section for quick navigation.
- Quick Search:** A search bar with a dropdown for 'Name/ID' and a 'Search' button.
- Calendar: My Calendar:** A calendar view for the week of 10/9 - 15/2016, showing tasks like '16X0062 TV Commercial' and '2016 Mobile Application'.
- Shortcuts:** A section for quick access to various functions.
- What am I on today?:** A summary of today's tasks, including filters for Assignee, Billing Class, and Project, and a table of task details.
- Contacts:** A list of contacts with filters for Category and Type, and a table of contact information.

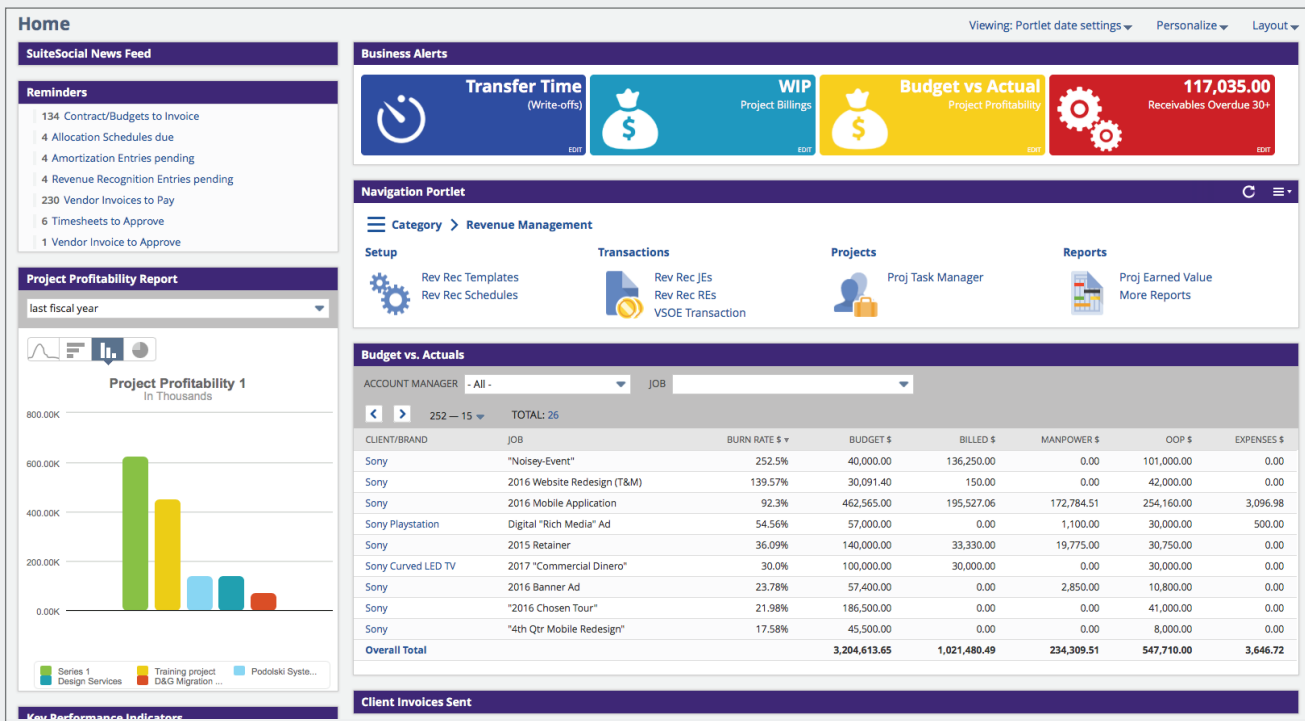
Employee Center

Employee Center

Employees will see a generic dashboard (shown above) in which they can enter timesheets, see what they will be working on that day and projects in the pipeline, and view their contacts and calendars. Timesheets are simple and can be personalized, and once time is entered it can be submitted for approval, where it will be automatically routed as appropriate.

Employees can also use a NetSuite mobile application to entering timesheet and expense information.





Financial Management Dashboard

Financial Management

NetSuite equips agency financial managers and analysts to examine financial statements, project and client profitability, and resource utilization. Rich and flexible reporting on per-project financials and consolidated roll-up across projects and over time delivers vital insights that help reduce cost, maximize profitability and grow the agency.

NetSuite's unified database eliminates painful and time-consuming reconciliation of data from multiple sources to give finance professionals a single version of the truth. Cash flow reporting, revenue forecasts, project percent to complete and other metrics give finance professionals timely, data-driven insights for informed decision-making.

NetSuite flexibility enables agencies to handle complex billing scenarios that clients may request, while automated, consolidated invoicing spares manual work and enables agencies to build client confidence with transparency into billing.

- For agencies with multiple brands, subsidiaries and geographic locations, real-time consolidated reporting provides a single view across a diverse environment. And with solid information on financial performance and projects, agencies are better positioned to shape future bids for similar projects.

A Single Platform to Grow the Agency

NetSuite has invested heavily in the advertising vertical. We work closely with our advertising customers and leaders to deliver the industry's leading cloud solution, helping agencies meet emerging challenges and become more agile, innovative, collaborative, data-driven and efficient.

NetSuite has a unified database that provides a single version of the truth and a 360-degree view of all customers. Specific dashboards for each role in the agency can be personalized and provide real-time visibility to all key information with the ability to drill down on any piece of information to the most granular level.

CFOs, project managers, creative directors, administrators and employees will all find NetSuite easy to use, flexible and extremely valuable. NetSuite enables agencies to grow and scale, use resources more effectively and serve clients better.

NetSuite for Agencies

View a demo of how NetSuite streamlines operations across an entire advertising agency.



ORACLE® + NETSUITE