

Businesses Run Better on NetSuite.



Advertising and Media Industry
KPIs that Matter

Sponsored by



Improved Results Achieved by Businesses Like Yours

 Business Visibility	360° Visibility & Actionable Insight	↑ Improved 75% - 90%
	Reporting Time and Resources	↓ Reduced 60% - 80%
 Financial Management	Time to Close Financial Books	↓ Reduced 45% - 70%
	Audit Completion and Support Time	↓ Reduced 35% - 55%
	Need to Augment Financial Staff	↓ Reduced 25% - 50%


KPI improvements are estimates based on discussions with NetSuite customers

Improved Results Achieved by Businesses Like Yours

 Financial Management (contd.)	Accounting Staff Productivity	↑ Improved 40% - 60%
	Collection Time For Accounts Receivables	↓ Reduced 40% - 50%
	Days Sales Outstanding (DSO)	↓ Reduced 20% - 35%
 Sales/Marketing and Customer Management	Billing Efficiency	↑ Improved 30% - 75%
	Sales Productivity	↑ Improved 30% - 50%
	Error Rates Due to Improved Integration and Workflows	↓ Reduced 60% - 80%

KPI improvements are estimates based on discussions with NetSuite customers

Improved Results Achieved by Businesses Like Yours

 IT Management and Resources	IT Support Resource Costs	↓ Reduced 70% - 90%
	Need and Cost to Purchase and Maintain Servers	↓ Eliminated 100%
	Business Continuity/Disaster Recovery Costs	↓ Reduced 45% - 65%

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Cloud-Based Business Solutions Suite Delivers Key Performance Improvements

Real-time business visibility and end-to-end business management

Many firms – including those in the advertising and media sector – have achieved more-efficient and agile business operations by using cloud-based ERP.

Few industry categories have experienced a digitally driven transformation as rapidly and sweepingly as the advertising and media sector. The emergence of a huge online economy over the past 15-20 years has changed the rules of the game for advertisers, ad agencies and the hundreds of consultancies, software vendors and other companies that support these firms. Some ad-media industry participants failed to navigate the expansion of their market beyond the traditional outlets of print, television and radio, while others adapted well and have faced the “good” problem of managing extremely rapid growth and diversification.

Beneath the covers, ad and media companies require flexible, scalable and accessible operational systems capable of keeping pace with a shifting landscape of demands. Financial, reporting, analytical and other business systems must be able to interface with ad servers and ad exchanges and must automate as many processes as possible in today’s real-time advertising world.

Cloud-Based Business Solutions Suite Delivers Key Performance Improvements

Real-time business visibility and end-to-end business management



Ad and media firms are all about measurement

Given the diverse collection of companies that participate in the advertising and media industry sector, there can be an equally diverse range of business models and processes at play depending on the nature of any individual firm. Ad agencies and consultancies sit at the hub of this market, managing the connections between organizations selling products and services on one side and the websites, TV and radio channels and other media outlets that carry advertisements for those offerings.

The rise of web-based ads not only added a new media channel to the traditional channels, it also introduced entirely new ways to place ads in front of targeted audiences and to measure each ad's reach and success. In addition to performing standard tasks like financial closing, billing and sales support, financial systems and other ERP-based operations must also:

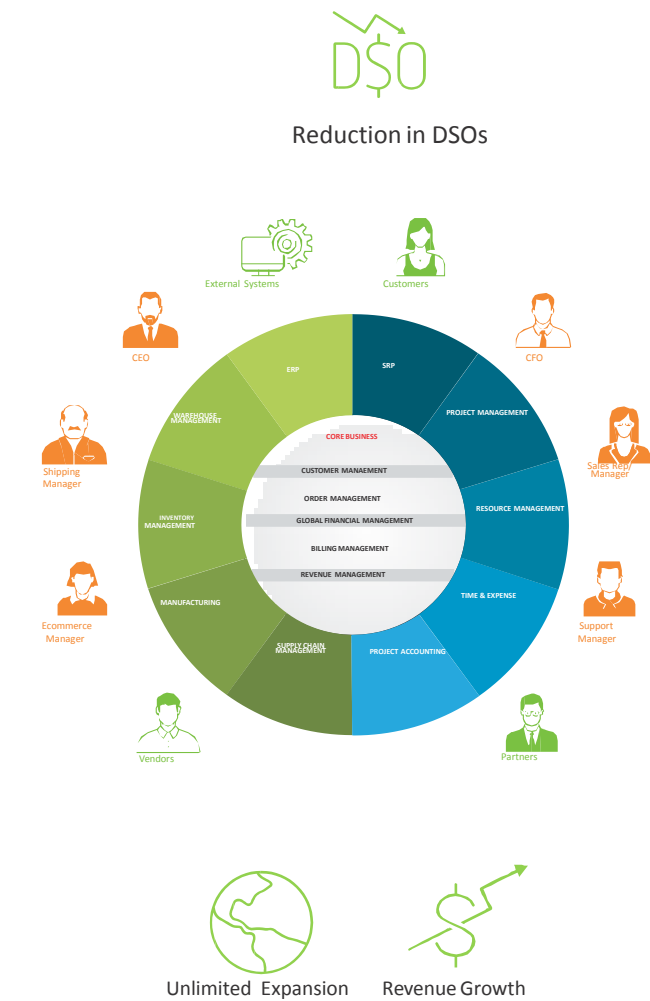
- Interface with ad servers and ad exchanges, and automate transactions to the maximum degree possible
- Accommodate a wide range of ad pricing models including those based on the number of impressions or clicks, the actions taken by potential customers, the number of leads generated and, in some cases, revenue sharing plans
- Provide easy access not just to the financial team, but to other company departments and, at times, customers and publishers
- Scale up or down easily based on fluctuating seasonal demand or other market variables

Addressing Business Management Challenges

Aligning business management to meet these challenges

Media and Advertising Industry Challenges

- **Financial management:** All companies need to manage their finances in ways that ensure accuracy, speed and efficiency.
- **Business management:** Ad agencies, consultancies and other types of companies need complete visibility into the full range of their operations to optimize workflows and decision making.
- **Unique customer requirements:** Because customer needs vary, companies may need to support, and track, a variety of billing models.
- **IT management:** They need IT operations – either internally or on-premises—that are flexible, always available and closely aligned with business requirements.



Business Visibility

Business value for company management

Before NetSuite



Improved

360° visibility and knowledge of operations

75% - 90%



Reduced

reporting time and resources

50% - 70%

- Siloed applications and data, which prevented a complete view of the business and customers
- Errors due to the lack of automation and integration between applications

- Difficulties in getting reports in a timely manner, often days after they are needed
- IT required to develop custom reports

With NetSuite

- Significantly improved real-time visibility into all aspects of the business, allowing faster strategic decision making and continuous year-over-year improvements
- Everyone can now see the same information

- Reduction in error rates enables by ability to integrate and automate billing, invoice approval and data entry processes into workflow

KPI improvements are estimates based on discussions with NetSuite customers

Financial Management (1 of 2)

Business value for accounting department

Before NetSuite

With NetSuite



Reduced

time to close the financial books

45% - 70%

- Excessive time spent on correcting manual entry errors
- Extensive time spent on reconciliations, especially for multi-region and multi-currency businesses

- Earlier availability of financial results through faster period-end processes and more accurate reconciliations
- Ability to do monthly/annual financial book close and analysis more efficiently
- Faster financial close despite high growth and increased business complexity



Reduced

audit completion and support time

35% - 55%

- No central repository for the information required to support audits

- Significant reduction in audit time because all the information required for audits is available in NetSuite
- Transparency and accuracy of data provided by real-time information and analysis reduced data prep time needed for CPA support



Reduced

need to augment finance staff

25% - 50%

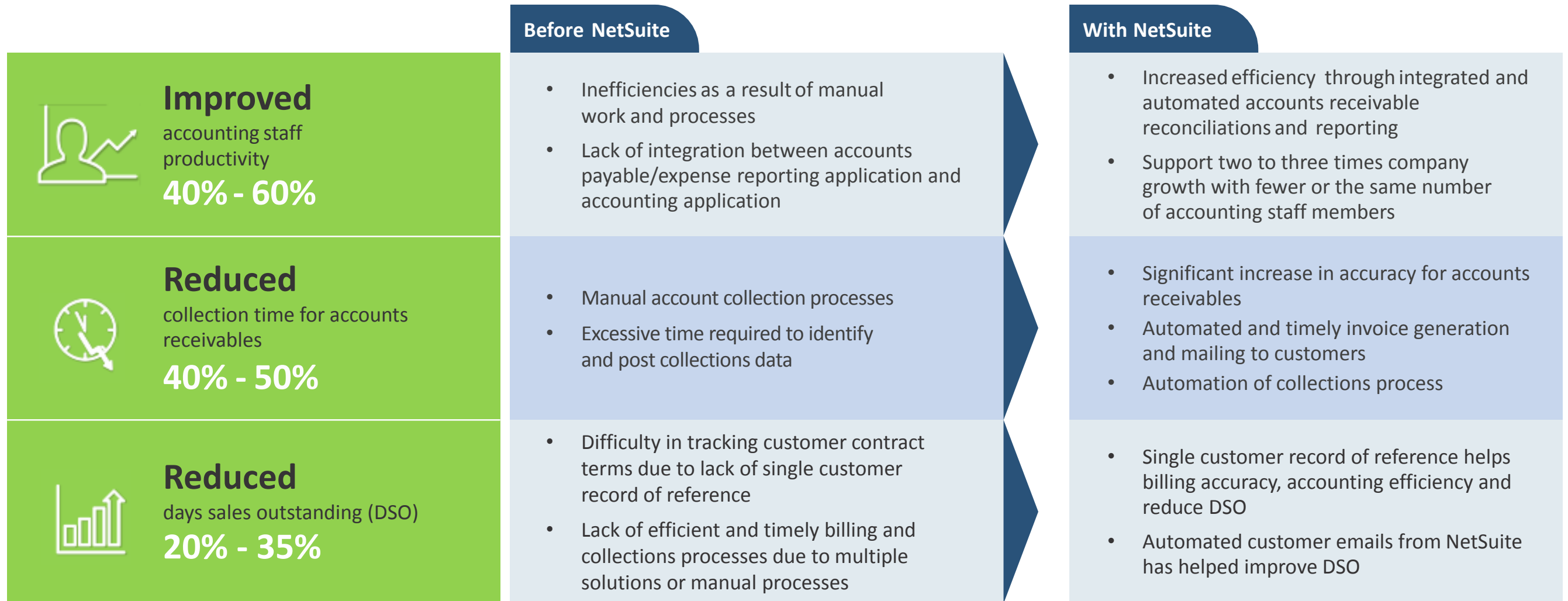
- Relevant information was not readily available or needed to be pulled from multiple sources
- Data analysis difficult or impossible

- Integration between invoicing and accounts payable application and NetSuite reduced need to add staff
- Significantly improved ability to scale and support company growth (3X-5X) without adding staff

KPI improvements are estimates based on discussions with NetSuite customers

Financial Management (2 of 2)

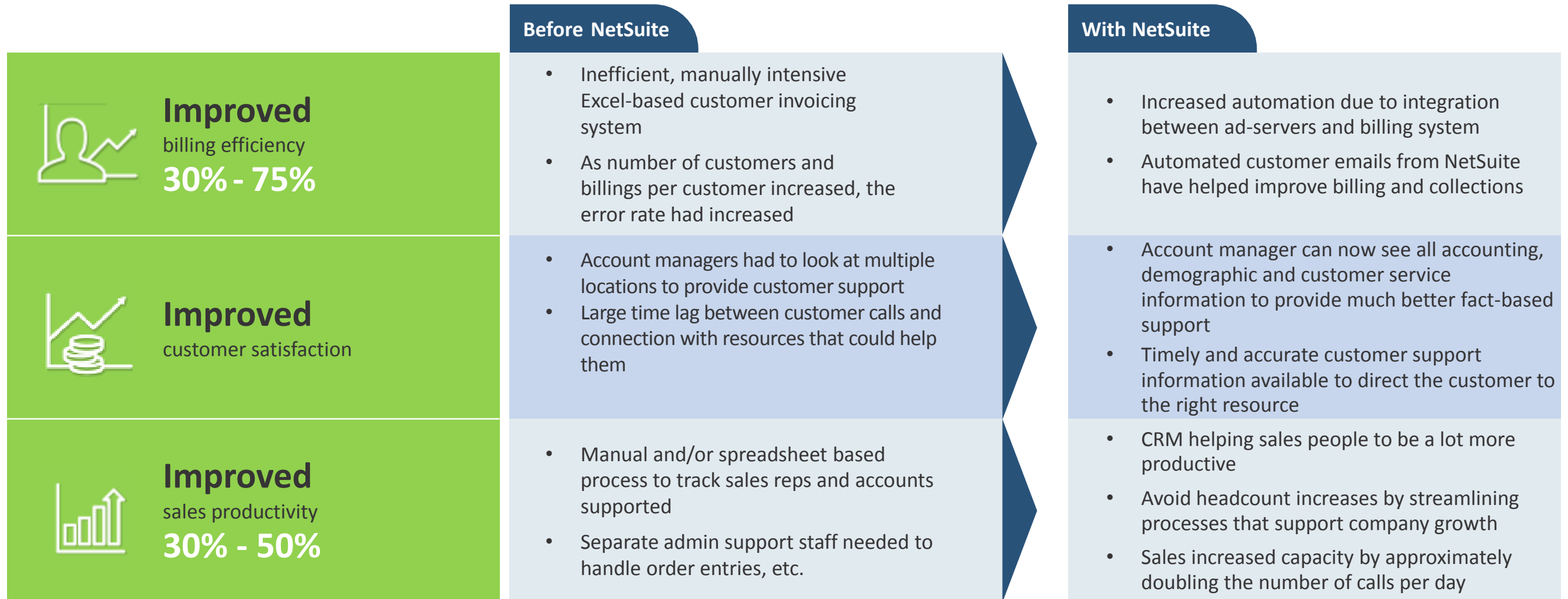
Business value for improved customer financial management



KPI improvements are estimates based on discussions with NetSuite customers

Sales/Marketing and Customer Management (1 of 2)

Business value for automated customer management



KPI improvements are estimates based on discussions with NetSuite customers

Sales/Marketing and Customer Management (2 of 2)

Business value for automated customer management



Reduced

error rates due to improved workflows and integration

60% - 80%

Before NetSuite

- Manual customer invoice approval processes and data entries led to significantly higher error rates

With NetSuite

- Reduction in error rates enabled by ability to integrate and automate billing, invoice approval and data entry processes into workflow

KPI improvements are estimates based on discussions with NetSuite customers

IT Management and Resources

Business value for company operations

	<p>Reduced number of IT support people, resulting in IT cost savings of 70% - 90%</p>
	<p>Eliminated need and cost to purchase and maintain servers 100%</p>
	<p>Reduced need for business continuity / disaster recovery solution 45% - 65%</p>

Before NetSuite

- IT resources needed to implement, maintain and update on-premises accounting or ERP solutions
- IT resources needed to install and maintain server hardware and software
- Capital expenditure required to acquire and maintain servers for on-premises ERP application
- Ongoing management and maintenance costs
- IT resources and infrastructure needed to support business continuity/disaster recovery
- Complex and costly implementations

With NetSuite

- Cloud-based solutions largely eliminate the need for internal IT staff to support ERP application and on-premises servers
- Faster to implement, speeding the productive use of the ERP solution
- IT capital expenses eliminated by the NetSuite cloud-delivered solution
- Greatly reduced management and operational costs
- “Built-in” benefits of business continuity and disaster recovery with the NetSuite SaaS solution
- Redundant data centers support the business suite and data availability at no additional cost to customers

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