NETSUITE CASE STUDY

Boat Rocker Media

Introduction

This case study of Boat Rocker Media is based on a February 2021 survey of NetSuite customers by TechValidate, a 3rd-party research service.

> "Being a cloud base solution, NetSuite facilitated a seamless transition from office to WFH at the beginning of the pandemic. This was critical as it allowed the business to focus on other measures needed to weather the COVID storm."

Challenges

The business challenges that led the profiled company to evaluate and ultimately select NetSuite:

- Had the following challenges using QuickBooks before their company moved to NetSuite:
    - A lack of visibility into data/poor reporting
    - Too many different systems
    - An inability to handle complex accounting needs
    - Doing too much in Excel
    - different Chart of Accounts
- Evaluated the following software solutions in addition to NetSuite:
    - Microsoft
    - Workday
- Switched to NetSuite because:
    - They needed better reporting and tracking
    - They were expanding into different markets and/or adding new business

Use Case

The key features and functionalities of NetSuite that the surveyed company uses:

- Leverages the following NetSuite capabilities/features:
    - Financial management, billing, financial reporting, revenue recognition, governance & compliance
- Replaced 5-9 applications/instances upon upgrading to NetSuite.

Results

The surveyed company achieved the following results with NetSuite:

- Experienced the following benefits since making the switch to NetSuite from QuickBooks:
    - Increased visibility and control over the business
    - Improved quality of & access to data, analytics & reporting
- They would have had to hire 3 additional full-time employees (FTEs) without NetSuite.
- Rates the following improvements since implementing NetSuite:
    - Saved time after automating processes: 25% to 49%
    - Reduced hardware &/or IT costs: 50% to 74%
    - Reduced third-party accounting &/or audit costs: 10% to 24%

Company Profile

Company:
Boat Rocker Media

Company Size:
Medium Enterprise

Industry:
Media & Entertainment

About NetSuite

Oracle NetSuite is the world's leading provider of cloud-based business management software. NetSuite helps companies manage core business processes with a single, fully integrated system covering ERP/financials, CRM, ecommerce, inventory and more.

Learn More:

 Oracle NetSuite

Source: Terece Tai, Vice President, Internal Controls & Treasury, Boat Rocker Media

Research by **TechValidate**
by SurveyMonkey