NETSUITE FOR ADVERTISING AND DIGITAL MARKETING AGENCIES

The shift of client and consumer expectations has advertising and marketing agencies undergoing rapid transformation. Both in-house and independent agencies are navigating change on an ongoing basis—keeping pace with emerging trends and acting with increasingly limited resources. Amongst it all, client demand for great creative, predictable production execution and transparency into their investment is driving industry change. Yet many agencies are relying on disparate management and billing systems, leaving leadership without a single actionable view of the business.

In an era where agencies need both productivity and agility to survive, systems must adapt to meet the challenges of managing traditionally disparate operational topics such as resource utilization and client billing.

> "If we didn't have NetSuite, we would not be able to run today's global business. With NetSuite, we are more resilient and less dependent on tribal knowledge."
>
> **Noah Finn,** Founding Managing Partner, Finn Partners

> "Overall everything about our finance, accounting and resource management is faster, cleaner and more efficient."
>
> **Becky Ostrom**, Senior Vice President of Finance and Operations, W20 Group

Maximizing Agency Profitability and Resource Utilization

Advertising and marketing agencies are experiencing rapid transformation, driven largely by the shift to digital. As retainers and mark-ups give way to more fee- and performance-based revenue, it's increasingly important to maximize the return on employee efforts and diligently monitor time and expenses. Yet many agencies rely on a hodgepodge of disparate management and billing systems, making it challenging to have a single actionable view for agency leaders.

NetSuite's cloud computing agency solution streamlines your complete agency workflow, from bid to bill. With a 360-degree view of your business, you can optimize quotes and staffing, increase utilization and agility, make data-driven decisions and improve profitability. All of this is delivered via a cloud platform that is agile, reliable, and secure.

Improve Competitiveness at Winning New Business

Winning new business is always a challenge. Presenting your agency in the best light as quickly as possible may be the difference between winning and losing. Clients are negotiating harder than ever, putting pressure on margins. NetSuite enables you to:

- Gain full visibility into the estimating process for new business including resource availability and time and cost of similar past projects.

- Generate customized quotes that meet client needs while preserving your margins.

- Turn prospects into clients and win repeat business through integrated marketing campaigns and sales force management.

NetSuite's business management system is your ally in winning profitable business. With

Customer Relationship Management

Project Workflow Automation

Financial Management and Reporting

Optimizing the Agency Workflow

personalized dashboards of leads/tasks and ready access to prior work, time, and costs for similar jobs, NetSuite empowers agencies to win the business and have confidence it can be delivered on time and on budget.

Improve Resource Utilization and Project Management

NetSuite's integrated account management and project management software transforms client estimates into jobs allowing seamless management of all your resources—especially your people. High utilization and low attrition are both goals—along with client satisfaction which comes from great work delivered on time and within budget.

- Facilitates talent management through the ability to anticipate resource needs as jobs move through the pipeline and assign the best available talent to a project based on skill sets, brand expertise and other factors.

- Delivers real-time visibility into status.

- Promotes collaboration among team members.

- Facilitates early identification of potential project bottlenecks.

- Enables time and expense reporting over the web, mobile devices and offline channels.

- Simplifies administration and improves productivity through automated approval routing.

- Facilitates online advertising cost management through Google and Freewheel/Strata integration.

Gain Complete Visibility to Enable Better Decisions

With NetSuite, agency and financial managers can make informed strategic and operational decisions based on 360-degree visibility into key business metrics. From the time a lead arrives to the day the bill is collected, profitability can be forecast. Complete integration of CRM, project management and finance/accounting enables you to:

- Automate workflow.

- Accelerate cash flow.

- Ensure service delivery that's on time and on budget.

- Work globally, with support for more than 190 currencies and 27 languages and built-in features for local country tax compliance.

And as NetSuite's agency solution is cloud-based, you can implement quickly without a major upfront investment and ongoing maintenance of on-premise systems.