Introducing

NetSuite Media Edition

A Cloud Management System
for Media Companies

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Industry Leading Software Alone is Not Enough

The shift of client and consumer expectations has media companies undergoing rapid transformation. Media companies are navigating change on an ongoing basis—keeping pace with emerging trends and acting with increasingly limited resources. Amongst it all, client demand for cross channel campaign execution and transparency into their investment is driving industry change. Yet, many media companies are relying on disparate management and billing systems, leaving leadership without a single actionable view of the business.

Media companies need a financial foundation combined with insertion order management and other industry specific components in order to have a unified vision in one system. NetSuite offers cloud software that automates critical business processes and consolidates financial data into a single, unified view, even across multiple subsidiaries, with multiple revenue types, across international boundaries with varying currency, tax and regulatory requirements.

Flexible business systems allow media companies to continuously meet the evolving needs of their customers and readers, capitalize on market opportunities, and scale quickly and efficiently.

NetSuite Benefits:

- Maximize client and project profitability.
- Improve cash flow forecasting.
- Improve resource utilization.
- Gain complete visibility to enable better decisions.

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"The choice for us was pretty clear—we needed to be in the cloud, and NetSuite is the leader. NetSuite saved us a considerable amount of money compared to a more traditional route."

Sonoma Media Investments

Built and Delivered With Industry Experience

With many media customers, we have deep experience in working with companies like yours. NetSuite has taken this industry expertise and bundled it into the media solution to solve the unique business challenges. Combine this industry expertise with the leading practices developed by our Media-dedicated professional services team, we enable our customers to transform their businesses in consumable stages to develop competitive advantage in the marketplace. We call this approach SuiteSuccess and it is only available from NetSuite.

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SuiteSuccess

SuiteSuccess is a stairway approach to technology and business. Recognizing that one cannot boil the ocean, we understand it's virtually impossible to transform a business in one giant leap. That was the ERP of yesteryear, a painful, multi-year big-bang implementation odyssey. Commonly that resulted in over-promising and under-delivering. We've changed all that.

The SuiteSuccess stairway is presented in five consumable steps. It is designed to first establish where you are as a business and understand the foundation you are built on. We discuss the technology platform and uncover areas where your business can thrive, all while understanding the phases you have for your business.

We recognize that every business is unique and that one size does not fit all, in media nor in technology. Our team works to identify your business needs and priorities because everyone has a different starting point, business model and direction moving forward.

The stairway guides us but it's the combination of working closely with your business and the NetSuite team that adapts the stairway methods to your specific needs.

"NetSuite's scalable system with real-time data access has empowered our financial reporting and business planning. Our finance team and executives are better equipped to make strategic business decisions, which has really stimulated our growth."

SheKnows Media

NetSuite Stairway

Media

Establish

• Financials and CRM
• Insertion order management
• Purchasing
• Analytics and dashboards
• Media sell

Elevate

• Multi-subsidiary growth
• Billing and revenue management
• Planning and budgeting
• Asset tracking

Expand

• Resourcing and people management
• Production management
• Media integration
• Enhanced approval workflows
• Billing automation

Accelerate

• Client development and marketing
• Resource optimization
• International expansion
• Intercompany automation
• Advanced reporting

Dominate

• Governance and compliance
• Customer self-service
• Advanced planning

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Together we can chart a course forward. Here's how we do it:

Step 1 Establish: The main goal is to create and implement the foundational, cloud-based platform upon which to build future transformation. We leverage the NetSuite unified data model to combine financials and projects, billing and revenue management, analytics and dashboards on the same platform. Gone are the fractional point solutions and the endless hours spent trying to reconcile the inevitable differences in all those pieces of software. Instead we have one version of the truth, available to all business users regardless of where they operate in the enterprise. From CEO to AR, everyone views the same source of data at the same time.
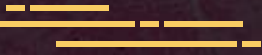
Step 2 Elevate: With the NetSuite platform in place, we can continue the transformation with the expansion of channels, such as the addition of a resourcing and people management and project profitability. Here we seek to bring that unified model of customers, revenue management, forecasting and financials to the four corners of our business.

Step 3 Expand: Platform in place, freed from the overhead of an IT infrastructure, media companies can now focus on pitching and winning new business instead of just trying to keep the old technology stack afloat. Media integration and billing automation and those complexities are now available and deployable.

Step 4 Accelerate: To support the business in place, client development, resource optimization and intercompany automations are key. Formerly impossible with the point solution approach. Now media companies are increasing utilization and agility, making data-driven decisions and improving profitability.

Step 5 Dominate: This is when technology is no longer the inhibitor. A place where we would all like to be, leading from the front, driving and delivering on new business capacity without having to constantly worry about the attendant technology. Allow NetSuite to deliver on the technology and innovation roadmaps, so you can run your business. With two product releases a year, our team is staying abreast of business technology to deliver the best outcomes for our customers.

> "NetSuite provides us with a single source of comprehensive information about our customers, which expertly drives and services our entire business operation. Our sales team has a 360-degree view of the information they need to succeed."

LexisNexis Pacific

Product Designed With Your Business in Mind

NetSuite's Media Edition is designed to give your team the tools it needs to monitor the business, enabling faster and better decision-making while improving your bottom line. The media solution was designed and built with the help of many of our key customers. This involves an iterative design process that directly includes the customers in the design of the solution and allows them to preview the user experience to see exactly how each screen and process will look and function. During this process, we identified many key roles within a media company but the system can be easily adapted to the specific needs of each customer. The result is a complete, end-to-end management system tailored to the needs of today's advertisers.

Pre-Configured Dashboards, KPIs and Reports

Every user of NetSuite is presented with a home dashboard that has been designed to present only the information that is required for that role to perform their daily tasks most efficiently. The dashboard serves as your central hub of information complete with pre-configured alerts, KPIs, reminders and report snapshots—all of which are updated in real time.

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"Our previous system was simply not fast enough for our people to be as proactive as we needed them to be. NetSuite provides the functionality and flexibility we needed, and a single version of the truth, with a reduced initial cost outlay."

Marvin Sanchez, Project Manager, ABS-CBN Global

Financial and Accounting

Today, many businesses in the industry rely on multiple point solutions that can't achieve all their financial reporting needs. Because of this, companies leverage tools such as Excel to piece together and view financial and accounting data. This static data makes it nearly impossible to obtain accurate insights into the business and often results in data prone errors. The outcome requires significant amounts of time wasted on building reports, and most importantly it hinders the ability to make an intelligent decision. Additionally, the lack of accurate data across the organization can affect all departments, resulting in problems such as restricted cash flow as well as lengthy and inefficient period-end close process.

NetSuite's cloud-based single platform architecture ensures complete real-time visibility into the financial performance of the business from a consolidated level down to the individual transactions. It seamlessly integrates with NetSuite project and resource management, time and expense, and CRM functions to streamline critical processes and deliver the best outcomes for your business.

Keep a Pulse on Finances with the Controller Dashboard

Key Benefits

Eliminate data prone errors with out-of-the-box reports and a robust reporting engine.

Automate collections, billing, invoicing and approval workflows

Drill down deeper from historical data to the transaction level to gain more insight.

Drive financial excellence with real-time reporting.

Eliminate billing errors and strengthen revenue recognition processes.

Close your books faster.

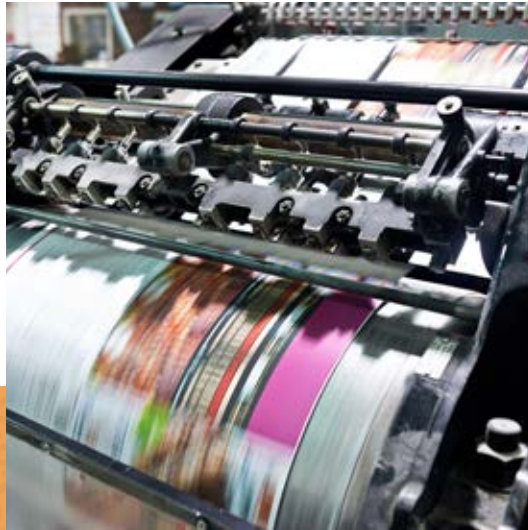**Improve visibility** into costs, revenues and margins.

Insertion Order Management

With NetSuite, you can improve the efficiency of your media insertion order-to-cash process. Dashboards and reports provide real-time business analytics to make better data-driven business decisions. You can display reports and comparisons of ads sold and billed, delivered and remaining to be delivered. With NetSuite for Media, you can automate business processes within one industry specific suite. Only with an integrated suite can you get accurate reporting on end-to-end processess of your media business.

You're in Great Company

NetSuite's depth of experience in the media space, coupled with its SuiteSuccess industry solution, transforms the way NetSuite builds, sells, delivers and supports industry solutions. We've tailored the best of NetSuite's products and professional services and built strategic partnerships to deliver a whole offer solution to meet the dynamic needs of today's modern business.

Over 20,000 customers around the world are transforming their businesses with NetSuite. Your company can too. With amazing customers in the media space, we've got deep experience working with businesses just like yours.