

# NetSuite for Media Companies

NetSuite: A Unified Cloud Solution to Manage Your Media Business

## NetSuite For Media Companies Offers The Industry's First:

- Role-based, customizable dashboards
- Real-time, industry-specific KPIs
- Integrated CRM, ERP and Ecommerce
- Self-service customer and subscriber centers

## NetSuite Customers



NetSuite for Media Companies provides the ability to manage all customers—subscribers and advertisers alike—in a unified suite that combines sales with back-office financial, accounting and order management processes. NetSuite for Media Companies leverages our customers' experience and best practices, complemented with a proven professional services implementation methodology and configuration services.

Here is why NetSuite is the best software application for media firms:

## One System—Complete Media Lifecycle Management

Traditionally, media firms had to cobble together and juggle different software applications and numerous spreadsheets to manage the intricacies of their businesses. With NetSuite, media providers can stop wasting precious resources managing multiple disparate systems.

NetSuite manages end-to-end business processes in one unified system:

- Execute sales campaigns within the system and easily measure the results.
- Manage both aspects of your sales: selling insertion orders to advertisers and subscriptions to your readership.
- Track advertisements from insertion order through fulfillment and verification, then automatically generate invoices per customized billing schedules.
- Proactively manage renewals for your subscribers to sustain revenue and minimize churn.
- Integrate with other solutions you use to drive your business, such as DoubleClick, OpenAds, and other verification servers.
- Throughout all of this, your financials are securely and accurately managed within NetSuite.

## NetSuite for Media Companies Features Include:\*

- Insertion order management
- Campaign ID management
- Fast, detailed and customized reporting on historical and comparative data
- Efficient workflow and inventory management with advanced reporting features
- Line item billing for complex insertion orders
- Financials/ERP
  - General ledger
  - Accounts receivable, accounts payable
  - Multi-currency management.
  - Standard and customizable reports
- Customer Relationship Management
  - Sales force automation
  - Marketing automation
  - Customer acquisition
  - Lead capture
  - Referral tracking
  - Agency sales history
  - Affiliate self-service
  - Email marketing
  - Revenue forecast
  - Real-time ROI and clickthrough metrics
- Customer Self-Service
  - Impression tracking
  - Order history
  - Status of ad fulfillment
  - Online case capture
  - Knowledge case
  - Payment history and status

## Customer Differentiation To Manage Your Two Distinct Customer Types

### Advertisers Buying Space in a Media Firm

With NetSuite for Media Companies, you have one succinct view of your advertising customer. At a glance, you can see the status of your advertising sales in real time. You can manage your insertion orders and the related revenue tracking and recognition. And you have all the information you need about your advertising customers and ad agencies at your fingertips.

### Subscribers Buying and Accessing a Publication

NetSuite for Media Companies delivers customer relationship management (CRM) capabilities to track all the information you need about your subscribers, their payment histories and more in an integrated system that delivers a single, real-time view of the customer. With NetSuite for Media Companies, you can use advanced renewal management to make sure that you are actively renewing customer subscriptions.

## Simplified Management and Billing of Complex Advertisement Orders

You can improve the efficiency of your advertising sales-to-cash processes, provide real-time business analytics to make good business decisions, improve your customer service and cut costs throughout the process. With NetSuite for Media Companies, you can more easily market, sell and manage insertion orders.

NetSuite facilitates order management of ads scheduled for multiple issues or runs. NetSuite workflow accommodates each conversion from insertion sale to order. Insertion orders to run over several editions of a publication can be segmented into multiple line items by date of production. The system auto-generates the line items on estimates or sales orders for each run of an advertisement, and can automatically invoice clients as each piece of the campaign is complete. For example, an order for an ad to appear in every edition of a monthly publication can be entered once, and then invoiced monthly as each ad appears. This allows media providers to track receivables, reduce the number of days outstanding for each sale and increase their cash flow.

- Partner Relationship Management
  - Affiliate marketing
  - Customer, agency, partner and self-service centers
  - Website analytics
- Employee Management and Productivity
  - Role-based dashboards
  - Paperless expense reports
  - Advanced calendaring
  - Activity time management
  - Employee records
  - Purchase requisitions
  - Document management
  - Employee self-service\*

\*Some features sold in add-on modules

NetSuite's dashboards display the status of your insertion orders, easily identifying those forecasted and those booked, those awaiting fulfillment and the schedules of ad placements. You can tell the numbers and the revenue from insertion orders by sales rep or by run sheets, as well as all campaign status and impressions reporting—displayed on your dashboard for easy access.

### **Automated Campaign ID Management**

NetSuite allows you to simplify complex advertisement order fulfillment by tracking ad server and campaign IDs within NetSuite. You can automatically import the unique ID code from each ad placement into NetSuite by entry into the campaign line of the insertion order or through dynamic web services integration. And you can monitor and report on the success of impressions for each campaign line in the insertion order. Advanced integration tools allow you to synchronize campaign and insertion order numbering for easier, efficient tracking.

### **Tracking and Billing per Impression**

The numbers of unique impressions—whether based on web traffic for online publications or on hard-copy circulation—are core to media purchasing. But while tracking may be based on raw numbers, billing is based on industry-standard CPM (cost per thousand). NetSuite for Media Companies allows you to import the impression count data and invoice your customer by CPM by automatically converting the numbers accurately for you.

## **Automate Business Processes in One Industry-Specific Suite**

NetSuite is the one intelligent, integrated, customizable application to unify your business processes, increase visibility for better decision-making, manage your subscribing customers and better control your profit cycle—from advertising prospects through ad invoicing to upselling and retaining the advertisers for the future. Only with an integrated suite can you get accurate reporting on the end-to-end processes of your publishing business.

Unifying your business processes with NetSuite gives you a full view across all your departments, including sales, marketing, accounting and management. Armed with a 360-degree view of your company and crucial business metrics, you can make better and faster decisions. Plus, all leads captured on your portal flow automatically to sales representatives to streamline sales cycles while online orders flow directly to your fulfillment and accounting departments without time-consuming manual work.

As a result, you minimize delays and boost customer satisfaction. On the outbound side, email marketing campaigns can be sent to static or dynamic marketing groups and you can monitor ROI and clickthrough results in real time. Process productivity is made even simpler with mail merge and rich HTML templates.

### **Business Intelligence with Real-Time Dashboards**

NetSuite's dashboards provide real-time reporting of any data collected in the solution. You can display up-to-the minute reports and comparisons of ads sold and billed, fulfilled and remaining to be fulfilled. NetSuite for Media Companies can automatically display reports by each advertising client, by the status of ad placement against total ad displays purchased, and report on the ads published in each issue. And you can select the data and metrics that you want to track from any aspect of your media business.

### **Customization to Meet Your Business Requirements**

Our customers and partners can configure their NetSuite systems without the need for costly IT and developer overhead. For further customization, NetSuite is easily modified and extended with the SuiteCloud development platform.

### **Realize the Benefits of Software-as-a-Service**

Software-as-a-Service is both a breakthrough in technology delivery and a powerful catalyst for changing the value proposition and economics of business management. SaaS provides a lower cost of entry and typically requires less staff to implement and manage because the need for onsite installation and maintenance are non-existent. Compared to on-premise systems, SaaS is more economical, faster and requires less human capital.