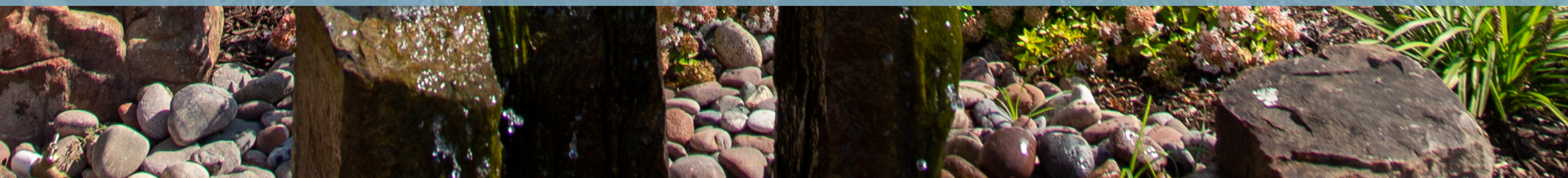# Media Industry

CASE STUDY

The Details

Client

Leading online media solutions company serving all segments of the travel industry

Profile

Multi-site, multi-country company with hundreds of employees in the US and UK

Challenges

- Complicated revenue recognition
- Very specific reporting needs
- Commission-related requirements to consolidate order quoting and processing for each line of business into a single transaction.
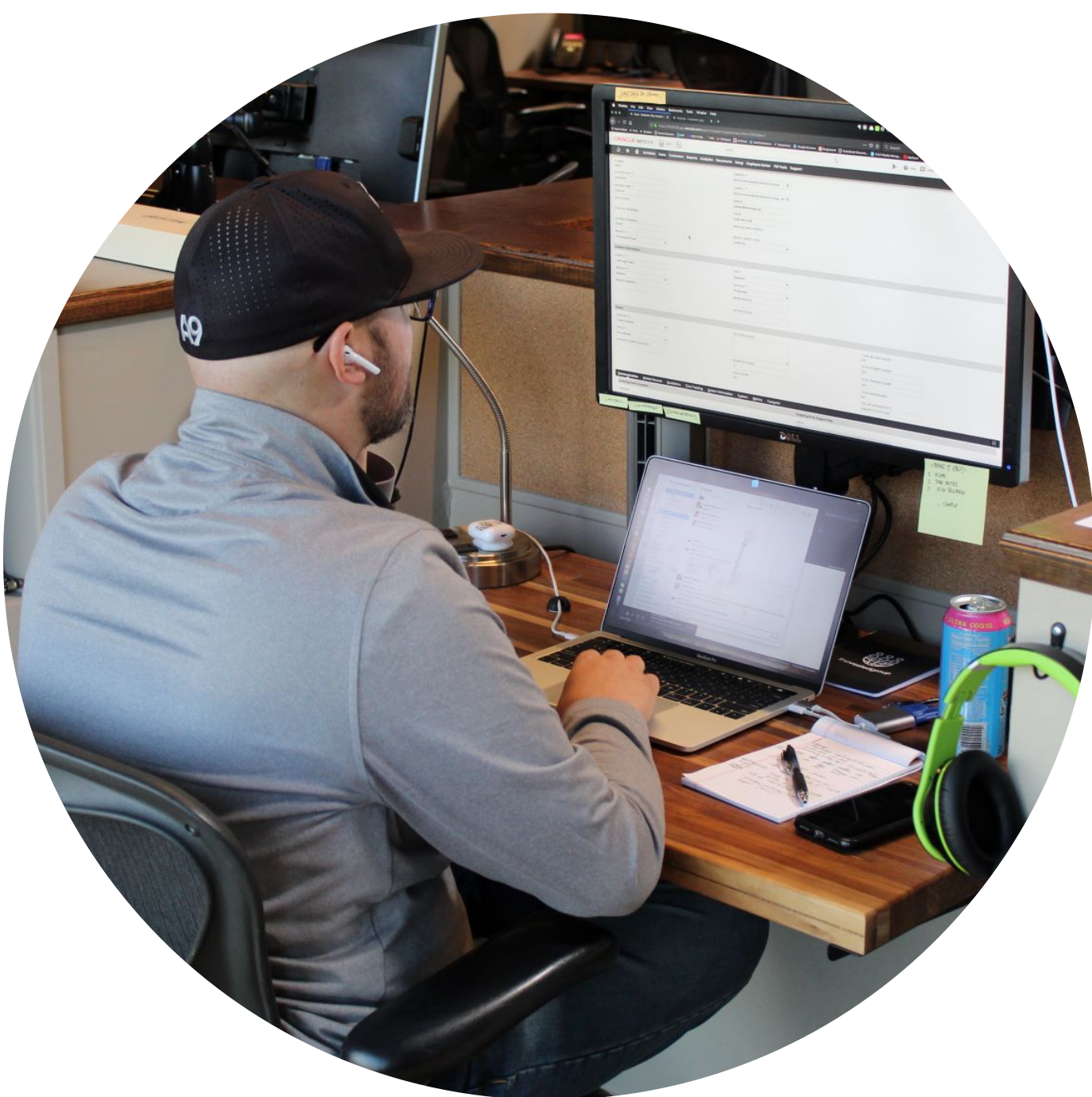
The Vested Group Delivers

Solutions

- Revenue Recognition
- Customized reporting
- Extensive training
- Integrated Concur, Zoura, UltiPro, Adaptive Planning and Analysis, and SalesForce
- Real-time visibility of all critical business processes
- Multi-phase implementations to address all needs in order of priority, one of which eliminated Salesforce costs by transitioning to NetSuite with few customizations

Results

- Increased reliability to the customer
- More accurate financials through improved revenue recognition
- Cost savings by transitioning from Salesforce to NetSuite's CRM
- Significantly increased data accuracy, reducing errors and corrections
- Access to real-time data improved visibility into the organization and empowered much quicker decision making
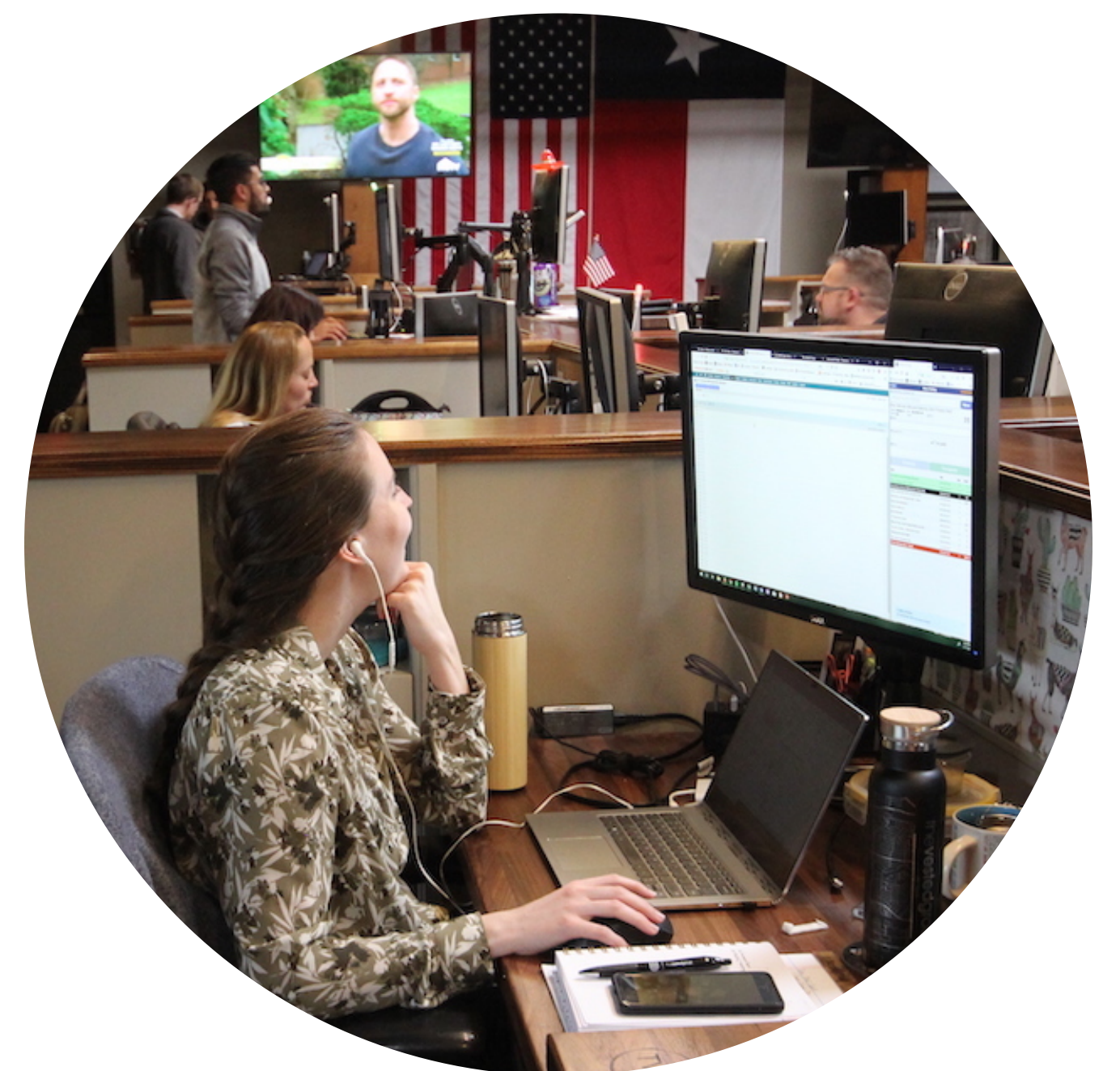
The Decision

Workflow inefficiency has emerged as a clear hurdle for media companies as product portfolios have become more diversified, and content platforms have multiplied, complicating sales, ad, and production operations. These operations' inefficiencies become a tax on publishers' resources and revenue and strip bandwidth from other value-creating efforts.

Having identified strategic initiatives and recognizing the value of leveraging an integrated ERP solution to accomplish them, the client sought to simplify operations, standard processes, gain efficiencies and increase revenue to transform their business.

Why Oracle+NetSuite

After reviewing several ERP options, the client was most excited about real-time dashboard reporting and visibility. With NetSuite, all transactions and KPIs are visible to executives who are now armed with the necessary information to lead the company to new growth.

No longer having to rekey data and able trust reports and KPIs, many resources were freed up to refocus efforts on growing and optimizing their business. Additionally, NetSuite's unparalleled flexibility allowed custom-tailored solutions to meet the client's exact needs.

ORACLE®
NETSUITE
Solution Provider

Why The Vested Group

This client was referred to The Vested Group by another company in the media industry. Through demonstrated industry experience and transparency, The Vested Group earned the client's trust while facilitating the type of strategic partnership crucial to a project's long term success.

Additionally, the client prioritized partnering with a firm with similar company values. The Vested Group's dedicated Optimization Team ensures that this company has a vision and direction for the future and the ability to get there.

thevestedgroup

The Project and Results

The client was thrilled with the final product and the project team. They continue to leverage The Vested Group on additional project implementation phases as well as for ongoing support and projects aimed to further optimize processes and gain efficiencies.

The second phase of the implementation consolidated the client's CRM in NetSuite, allowing them the cost savings associated with moving away from their original CRM platform, Salesforce.

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LETS GET IN TOUCH

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