

Adtegrity Fuels Digital Advertising Growth and Efficiency with the NetSuite Media Edition

COMPANY	INDUSTRY	LOCATION	APPS REPLACED	SOLUTIONS
Adtegrity	Digital Advertising	Grand Rapids, Mich.	QuickBooks	NetSuite Media Edition

CUSTOMER SUCCESS

- Upgrading from QuickBooks in 2007, digital ad agency has gained visibility and efficiency that's contributed to a 2x increase in revenue while the workforce has doubled.
- NetSuite Media Edition supplies a scalable, real-time platform across Adtegrity ad operations, sales, finance, IT and HR, giving personnel consistent and reliable data.
- NetSuite helps streamline the entire lead-to-cash process, including insertion orders and complex billings based on pay per click, cost per impression and cost per action models.
- Integration between NetSuite and proprietary ad engine improves effectiveness of placement of 20 billion+ cross-screen online, mobile and video ads per month on Google DoubleClick, Yahoo Right Media and AppNexus.
- Monthly invoicing that used to take three to five days with previous system is now accomplished in five minutes with NetSuite.
- Single client view in NetSuite CRM improves sales and service, helping Adtegrity grow the business with such clients as Domino's Pizza, Men's Wearhouse and Swiffer.
- CRM and ERP combine to provide Adtegrity with a real-time view and drill-down reporting of financial performance and other key metrics.
- Adtegrity has avoided high costs of on-premise infrastructure and between five to 10 personnel otherwise required with an alternative approach.

CHALLENGES

- Silos of information created problems with visibility and data access that complicated decision-making and client service.
- Client sales and service effectiveness was compromised by the lack of a 360-degree view across clients and financials.
- QuickBooks lacked scalability and functional scope to enable Adtegrity to cost-effectively achieve its growth targets.

SOLUTION

- NetSuite selected over Microsoft and Salesforce.com alternatives as a complete cloud solution that could integrate and handle multiple functions.
- Open APIs in the NetSuite SuiteCloud development platform enabled integration with Adtegrity's proprietary online advertising engine.
- NetSuite QuickBooks data migration program enabled Adtegrity to have its QuickBooks data imported and ready in NetSuite in a few days with no downtime.



"We were flying blind, and now with NetSuite we have increased accountability across all departments and can make sure everyone is on the same page. NetSuite has allowed us to grow and evolve and stay on top of our industry. We wouldn't be where we are today without the comfort and features NetSuite has provided over the last six years."

- Adtegrity