



# MEDIA AND PUBLISHING INDUSTRY

NetSuite Services

If any industry understands the need to innovate in a changing economy, it's the media and publishing industry. Regular headlines about mergers and acquisitions among media giants and start-ups, and the growing popularity of streaming services such as Netflix, Hulu and Amazon Prime all point to the fact that companies in the media and publishing industry are going through rapid, major changes.

Business models are changing at lightning speed, and as a result, so are business requirements.

## Key Benefits

- Innovation
- Agility
- Improved operational efficiency
- Improved controls
- Improved accuracy
- Proactive decision making
- Increased profit margin

Chief among them are the need to remain relevant in an industry where content and accessibility are seemingly infinite; the need for a business system that can adapt to the constant changes; to diversify revenue opportunities and mitigate financial risks; and to navigate integration challenges as you explore how to control digital distribution channels while keeping custody of the content.

Investing in the right solution is the first step in gaining a competitive edge. Just as important to your company's success is the implementation partner you choose. While the software provides the platform you need to grow, the right services partner can help transform your business.

You need a services provider that is agile enough to navigate and withstand industry disruption, preventing you from losing time and money. You need a partner that enables you to create processes that lead to higher productivity and allow you to focus on what you should be focusing on: remaining competitive in an industry where change is the only constant.

NetSuite Services is that partner.

NetSuite Services offers companies in the media and publishing industry support for the full lifecycle of the business—from the initial NetSuite implementation with our exclusive SuiteSuccess methodology—to our online training services with Learning Cloud Support—to continuous managed services with

Advanced Customer Support. We help media and publishing industry companies seamlessly transition to the cloud while addressing the industry challenges of digitization of business processes, diversification of revenue opportunities, mergers and acquisitions, major disruption in digital media distribution channels and custody of content.

Our services team is comprised of a deep bench of consultants with an in-depth understanding of companies in the media and publishing industry, the challenges you face and the best practices to help you transition to an optimal state of operations. We leverage the SuiteSuccess model and methodology to ensure a solution built and vetted for companies like yours. The results are improved operational efficiency, greater visibility into the business, improved controls, proactive decision making, increased resource utilization and increased profit margin.

### **NetSuite Services – For the Full Lifecycle of Your Business**

NetSuite Services is successful in meeting the unique needs of the media and publishing industry because of the holistic approach we take with every industry. From Consulting Services, to Education Services to Support Services, to Partner Services, NetSuite Services offers industry-specific support both before and long after you go live.

NetSuite's Services provides a full suite of offerings that includes the following:



## Industry Expertise

At NetSuite, we lead with industry. We have deep expertise and experience in the media and publishing industry and we leverage that expertise to configure and customize the software uniquely to your business. This expertise is integrated into our SuiteSuccess implementation methodology and our exclusive industry-specific add-on service offerings.



## Consulting Services

### **SuiteSuccess, Packaged Services, Custom Services**

You've invested in us, so we're investing in you. Our team of experts help ensure that you're not paying for any software that you don't need. Our SuiteSuccess methodology offers an agile and staged pathway for you to succeed by engaging you continuously throughout your lifecycle and keeping you on an upward growth trajectory.



## Education Services

### **NetSuite Adoption Services, Product Training, End User Training, Learning Cloud Support**

One of the most critical factors impacting your success with NetSuite is the proficiency of

your users. Our Education Services offerings help ensure your users take full advantage of NetSuite's features and capabilities. Our expert NetSuite education and adoption consultants will develop a comprehensive plan designed to fit your users' learning and business transformation needs, empowering them to drive business results. Our Learning Cloud Support offering provides access to learning content anytime, anywhere.



## Support Services

### **SuiteSupport, Advanced Customer Support (ACS)**

SuiteSupport offerings range from Basic to Premium to provide you with the answers you need, when you need them. Customers who require a greater level of engagement can take advantage of Advanced Customer Support (ACS)—an umbrella offering that provides coverage across all products and all verticals, from technical to functional. ACS is a managed service that takes you from reactive to proactive, keeping your solution at an optimal level, mitigating risks and increasing ROI as your business continues to grow and change.

### **Stairway to Your Success**

Through SuiteSuccess, we offer an agile and staged pathway for you to succeed by engaging you continuously throughout the full lifecycle of your business, keeping you on an upward growth trajectory tailored specific to the media and publishing industry. Our NetSuite Services team leverages the

# NETSUITE STAIRWAY FOR MEDIA



SuiteSuccess model and methodology to ensure a solution built and vetted for media and publishing companies like yours. The SuiteSuccess methodology is focused on four key areas:

- Rapid and efficient implementation
- Leading media and publishing industry practices
- Tailored delivery
- Growth and expansion

## Why NetSuite Services for Media and Publishing Companies

Implementing an ERP system can be extremely disruptive. We understand that for an industry that is keeping up with constant change, time is extremely valuable. You want a quick implementation and a clear timeline with key milestones to reach go-live. We can make that happen.

NetSuite Services is the only services provider that can provide services companies with ALL the following, and more:

# NETSUITE STAIRWAY FOR PUBLISHING



**ORACLE**  
**NETSUITE**

[WWW.NETSUITE.COM/PUBLISHING](http://WWW.NETSUITE.COM/PUBLISHING)

- **Industry Experience.** Our NetSuite Services team has experience and expertise in the media and publishing industry and a deep understanding of the challenges you face and the best practices to help you transition to an optimal state of operations.
- **Leading Practices to Accelerate Business Growth.** Our competitive advantage is that we not only have a product tailored for the media and publishing industry, but we also have a deep bench of consultants that work with companies like yours all day every day who can share leading practices. Additionally, our verticalization in several industries enables us to share best practices

from an adjacent industry, and a more robust implementation. This insight enables our customers to accelerate business growth.

- **Diversification of Revenue Opportunities.** We understand that companies are trying to diversify their revenue opportunities with merchandising and other revenue streams. We help guide you with leading practices on how to enter these new revenue streams or markets.
- **Navigating Disruption in Distribution.** Media and publishing companies continue to explore how they can control digital distribution channels while keeping custody

of the content. Many companies are getting into the platform play and this creates a lot of integration challenges. We use our industry knowledge of best practices to address these challenges and collaborate with you on the optimal solution.

- **NetSuite Expertise.** We have the highest number of certified NetSuite consultants in the marketplace. With our proximity to product development, we have the advantage of receiving updates from product development and a broad network of solution consultants and technical account managers with both product knowledge and implementation know-how.
- **Better Utilization Rates and Profitability.** We help companies achieve better utilization rates and increased profitability drawing on our years of experience and best practices helping clients go through this change for the very first time.
- **High User Adoption.** Our NetSuite change management, education, training and testing teams ensure a successfully implemented solution that works and has a high adoption rate. NetSuite is committed to the growth of your business and is therefore invested in the successful adoption of the platform by your organization.
- **Guidance on Customizations.** We guide you on the inherent limitations when trying to build customizations or changes that are not in the box. You walk away feeling like you have

entered a fruitful partnership—we provide the appropriate amount of handholding to help you with your journey.

- **Experience with Homegrown Systems.** Many media and advertising companies have built their own products and their entire business is based on proprietary technology. We help you integrate these systems with NetSuite.
- **Building a System for the Future.** We help you build a platform that represents your requirements for today but has the dynamic to adapt to move forward into the future.
- **Minimal Time Investment.** NetSuite is your partner on the implementation—we perform most of the heavy lifting. Typically, a customer provides a few hours a week for two to four months and then they are on the leading ERP platform.
- **Forecasting.** Predicting performance can be as critical to services organizations as actual results, and often harder to measure. Our team enables you to leverage NetSuite for optimal resource forecasts, revenue and billing schedules, and forward-looking forecasts.
- **Global Reach.** NetSuite Services enables media and publishing companies that have multiple international subsidiaries. Through our recent acquisition by Oracle, we have even further strengthened our global footprint and reach with offices around the world with our Global Delivery Centers.

For more information, contact your Account Manager.