An Overview of NetSuite ERP & PSA for the Media Industry

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Oracle NetSuite in the Media Industry: Capabilities, Use Cases, and Best Practices

Overview of NetSuite's Capabilities and Core Modules

Oracle NetSuite is a cloud-based **Enterprise Resource Planning (ERP)** platform that unifies key business functions – from financial management and accounting to order processing and procurement – in a single system. It extends beyond traditional ERP by incorporating **Customer Relationship Management (CRM)** for customer data and sales automation, **Professional Services Automation (PSA)** for project and resource management, and built-in analytics (SuiteAnalytics) for real-time reporting and dashboards. Notably, NetSuite's PSA module (SuiteProjects) supports the entire project lifecycle – budgeting, forecasting, resource allocation, time and expense tracking, billing, and project

accounting – all within one integrated tool. NetSuite's **SuiteAnalytics** and reporting tools convert raw data into customizable reports and role-based dashboards, enabling media companies to track KPIs like advertising revenue, subscriber growth, or project costs in real time. As a **cloud-based** solution, NetSuite provides anytime/anywhere access and scales easily from small publishers to global media enterprises, with support for multiple subsidiaries, currencies and languages (OneWorld for global management). In summary, NetSuite offers a *"Swiss Army knife"* of business management modules on a unified platform – including ERP, CRM, PSA, e-commerce, and business intelligence – that media organizations can leverage to streamline operations end-to-end.

General Benefits of NetSuite for Media Companies

Media companies face fast-paced, content-centric environments, and NetSuite delivers several key benefits to meet these needs:

- **Unified Processes & Data:** NetSuite replaces disparate legacy systems and spreadsheets with a single integrated suite. For example, media firms can manage advertisers, subscribers, and financials in one place, rather than using separate silos for each. This unified approach means sales, content delivery, and back-office accounting all share the same data, eliminating duplicate data entry and ensuring *"a single version of the truth"* across departments.

- **Automation and Efficiency:** NetSuite automates many manual workflows common in media operations. It can trigger actions like invoice generation on predefined billing schedules, route approvals for content or ad orders, and post subscription revenue entries to the ledger automatically. By replacing manual processes (e.g. Excel-based royalty calculations or ad billing) with automation, media companies reduce errors and free up staff time. NetSuite's automation has been shown to streamline **lead-to-cash** cycles – one media firm using NetSuite cut its monthly close process in half (from 10 days to 5) through workflow automation and integration (Source: slideshare.net).

- **Real-Time Visibility:** Because NetSuite is cloud-based and unified, it provides real-time visibility into financial and operational metrics. Media executives can monitor advertising campaign performance, subscription volumes, or project budgets through role-based dashboards and analytics that update continuously. This **SuiteAnalytics** capability enables data-driven decisions – for instance, a publisher can see up-to-the-minute ad sales across all publications or a studio can track each project's profitability in real time.

- **Scalability and Flexibility:** NetSuite's cloud infrastructure scales with a media company's growth. Whether a digital media startup or a large broadcaster, the system can handle increasing transaction volumes, new revenue streams, and additional business units without significant rework. Its customization tools (SuiteCloud platform) allow tailoring to industry-specific needs – for example,

custom fields for tracking content royalties or integrations to ad tech – while retaining upgradability. This flexibility was crucial for United Talent Agency (UTA) when it rapidly grew via acquisitions; UTA moved from a patchwork of QuickBooks, Dynamics GP, and Sage systems to NetSuite OneWorld in order to accommodate its new lines of business and global operations.

- **Integration Capabilities:** Media businesses rely on specialized systems (ad servers, content management, audience platforms). NetSuite readily integrates with these tools via APIs and connectors, ensuring data flows freely. Oracle's SuiteCloud platform supports integration with advertising technology like Google DoubleClick (ad serving), OpenAds, or verification and ad-delivery systems. In practice, NetSuite can pull in advertising delivery data from ad servers to generate invoices, or connect with subscription management platforms to record recurring billing – all while maintaining one financial view. This interoperability prevents the *"spiderweb of complexity"* that can arise when media companies juggle numerous siloed apps for sales, ad ops, billing, and content delivery.

- **Compliance and Controls:** NetSuite includes robust financial controls and compliance support, which is critical given media companies often deal with complex revenue recognition (subscriptions, multi-element ad deals) and regulatory requirements. It supports GAAP/IFRS revenue recognition (e.g. ASC 606 compliance for subscription revenue timing) and provides audit trails for transactions (Source: invitratech.com). Media CFOs also benefit from multi-entity consolidation for groups with multiple stations or publications, and automated tax calculations across jurisdictions. In short, NetSuite helps media firms stay compliant with financial reporting standards and industry regulations while reducing risk.

In summary, NetSuite's cloud platform brings **automation, integration, scalability, and real-time insight** to media organizations. These benefits translate to faster close cycles, more efficient ad-sales-to-cash processes, better subscriber management, and agility to launch new digital offerings – all of which empower media companies to focus on content and strategy rather than back-office bottlenecks.

NetSuite Use Cases Across Media Sub-Sectors

The media industry is diverse, encompassing everything from streaming services to print publishing to advertising agencies. NetSuite's versatility allows it to support a variety of sub-sector specific use cases, tailored via configuration or industry editions. Below we explore how NetSuite addresses the unique needs of several media sub-sectors:

Digital Media & Content Streaming

In the era of Netflix, Spotify, and online news, digital media companies often rely on **subscription-based revenue models** (and sometimes hybrid ad-supported models). NetSuite provides tools to manage these recurring revenue streams and the associated customer lifecycle. Its SuiteBilling module supports subscription billing with flexible pricing tiers, free trials, usage-based charges, and automated recurring invoicing, all integrated with the core financials for proper revenue recognition. For example, a video streaming service can use NetSuite to bill monthly subscriber fees, recognize revenue over the subscription period (complying with standards like ASC 606), and manage upgrades or cancellations seamlessly in one system.

Beyond billing, digital content providers need to track **customer engagement and entitlements**. NetSuite's CRM coupled with subscription management can maintain each customer's subscription status, preferences, and history, enabling personalized marketing and support. If a streaming platform also sells content per instance (pay-per-view or digital downloads), NetSuite can handle one-time orders alongside recurring subscriptions and even apply different revenue treatments – as one NetSuite report notes, an ERP must handle *"multiple customer types, from subscribers to advertisers, and apply different revenue models for each"*. NetSuite's unified approach excels here: whether content is monetized via one-off purchases, recurring access, advertising, or data licensing, all revenue streams funnel into a single financial repository.

Content distribution and OTT (over-the-top) platform integration is another use case. NetSuite can integrate with content delivery systems or digital storefronts to automatically record transactions and usage. For instance, when a piece of content is streamed or downloaded, NetSuite can capture that event for billing or royalty calculation. Digital media companies also appreciate NetSuite's **analytics**: SuiteAnalytics can correlate subscriber metrics (like active users, churn rates) with financial outcomes in real time. A NetSuite case study of a modern media startup ("MACRO") highlighted the need for such insights – as the business launched content across films, digital publications, and live events, NetSuite allowed them to *"carefully manage cash balances for projects...and run monthly forecasting that melds accounting projections with real-time data"*, supporting better decision-making in a multi-platform content strategy.

Furthermore, digital media firms often deal with **rights management and royalties** for content they license or distribute (e.g. streaming services paying studios, or digital publishers compensating creators). NetSuite can be extended with royalty management capabilities – through SuiteApps or custom modules – to track content usage and automate royalty calculations. For example, NetSuite's platform can record how many times a song was streamed or an article viewed (via integration with the streaming platform) and then calculate payouts to rights holders based on predefined contracts (flat fee, percentage of revenue, tiered rates, etc</current_article_content>.). This is crucial for digital media companies that

manage large catalogs of licensed content. NetSuite's ability to handle complex rules and high-volume micro-transactions, all tied back to financial accounting, makes it a strong backbone for content streaming businesses.

In summary, for digital media and OTT streaming providers, NetSuite supports **subscription billing, usage tracking, real-time financial analytics, and content rights management** – enabling these companies to monetize content through recurring or on-demand models while maintaining financial accuracy and agility.

Publishing (Print & Digital)

Publishers – whether traditional print newspapers/magazines or digital-only outlets – benefit from NetSuite's **Media & Publishing Edition**, which is pre-configured with publishing best practices. A core use case in publishing is managing two distinct revenue streams: **advertising sales** (selling ad space or insertion orders to advertisers) and **circulation/subscriptions** (selling content to readers). NetSuite allows publishers to handle *both* in one system, providing a 360° view of advertisers and subscribers alike.

For advertising operations, NetSuite streamlines the process from ad order to billing. Sales reps can enter insertion orders (for print ads, banner impressions, sponsored content, etc.) directly into NetSuite CRM, schedule them against available inventory (e.g. magazine issues or website slots), and link them to fulfillment. NetSuite then tracks the advertisement through fulfillment and verification (e.g. confirming an ad ran as scheduled), and **automatically generates invoices on the appropriate billing schedule** – for instance, billing per issue, monthly, or upon campaign completion. This is a significant improvement over legacy publishing systems, which often required manual reconciliation of ads run versus ads billed. With NetSuite, a publisher gains *"full visibility from insertion order to invoicing"* for advertising sales. Moreover, NetSuite integrates with ad-serving and verification systems like Google DoubleClick and OpenAds, so that digital ad impressions or clicks can feed back into billing records. This integration ensures that what the ad operations team books and delivers is exactly what finance bills, reducing discrepancies and speeding up the **lead-to-cash cycle** for ad revenue.

On the subscription side, NetSuite helps grow and manage the subscriber base. Publishers can use NetSuite to maintain subscriber accounts, process new subscriptions or renewals (with support for various pricing models like term subscriptions, metered access, freemium to premium conversions, etc.), and automate renewal reminders and billing. The system's **advanced renewal management** provides a single customer view, enabling personalized service to reduce churn – e.g. customer service can see a subscriber's history across print and digital products and offer tailored retention offers. NetSuite's e-commerce or customer portal capabilities can be used for online subscription sign-ups and payments, fully integrated into the back-end financials.

A concrete example of NetSuite in publishing is **Sonoma Media Investments (SMI)** – a regional publisher that consolidated multiple newspapers and magazines onto NetSuite. After implementation, SMI was able to unify financial reporting across all its media properties and drastically improve efficiency. According to Oracle, Sonoma Media *"halved its monthly financial close time from 10 days to 5"* by moving to NetSuite, and leveraged the SuiteCloud platform to integrate with **newspaper-specific systems** (for circulation management, subscriber databases, and ad booking) (Source: slideshare.net). This means data from the circulation software (e.g. number of copies sold, subscriber counts) flows into NetSuite for revenue recognition, and ad booking software connects for billing – giving SMI a **real-time consolidated view** of performance across five publications (Source: slideshare.net). The flexibility of NetSuite's platform allowed SMI to maintain niche publishing functionalities via integration, while still standardizing on a single source of financial truth.

Another challenge in publishing is **royalty management**, especially for book publishers or any publisher that pays authors based on sales. NetSuite can address this by tracking book sales (by ISBN or title) and calculating author royalties according to contracts (often a percentage of net sales or a sliding scale). While NetSuite may use add-ons for full-fledged royalty modules, it *can* automate royalty payments and rights management. For instance, one NetSuite partner notes that with the right configuration, *"NetSuite's Royalty Management module can handle various royalty structures… and automate payments to contributors or rights holders"*. This ensures authors and content creators are paid accurately and on time, with the accounting entries (royalty expense, payable) recorded automatically.

In summary, NetSuite empowers publishing companies (print or digital) to **manage advertising and subscription revenue in one system**, integrate with editorial and ad tech tools, and handle associated tasks like renewals and royalties. The result is streamlined operations – from the *"initial press insertion right through to the final invoicing stage"* – and complete visibility into both advertiser and subscriber facets of the business.

Broadcast Media (TV & Radio)

Broadcast media companies, such as television networks, radio broadcasters, and podcast networks, have their own set of operational needs that NetSuite can fulfill. Many of these revolve around advertising sales, syndication deals, and rights management.

For **TV and radio advertising**, the process is analogous to print/digital publishing ads, but with spots and airtime. NetSuite can be used to manage **commercial inventory** (time slots) and insertion orders for ad spots. A sales team can book advertising campaigns in NetSuite, linking them to specific broadcast schedules. NetSuite's order management and CRM modules then track these orders through to airing. Once a commercial has run (verification can come via integration with traffic systems or ad delivery logs), NetSuite can trigger billing according to the contract – e.g. charging per spot, per audience rating point, or per impression for digital streams. The system's ability to accommodate custom billing schedules is

valuable if, for instance, an advertiser is billed weekly for actual spots aired or given makegoods (credits) for any missed spots. By automating this, broadcasters ensure timely and accurate invoicing to advertisers, reducing days sales outstanding.

Broadcast companies often also deal with **network affiliates or syndication** – selling content or licensing shows to other stations/platforms. NetSuite's ERP can manage these B2B transactions, generating invoices for affiliate fees or tracking contract revenue for content licensing deals. The **revenue recognition** engine in NetSuite is helpful if a deal spans a period (e.g. a local station pays a yearly fee for the rights to air a show – NetSuite can recognize that revenue monthly over the contract term rather than upfront).

Rights and royalties are a big component for broadcasters, especially on the content side. For example, a radio network paying music royalties, or a TV network paying production royalties for reruns. As discussed earlier, NetSuite can be configured to track usage (e.g. how many times a song played, or how many episodes aired) and calculate royalties to talent, music rights organizations, or producers. With SuiteCloud integrations, NetSuite can pull data from playlogs or audience measurement systems and then apply royalty rules. While specialized rights management systems exist, NetSuite often serves as the financial engine that issues the **royalty payments and reports** to rights holders, ensuring the financial impact is recorded and visible in P&L statements. (Notably, if the broadcaster uses a third-party rights system, NetSuite's integration capabilities allow importing summarized royalty expenses for accounting.)

Another area is **expense and resource management for productions or events**. A broadcaster (particularly those also producing original content, like a TV network with in-house studios) can use NetSuite's PSA/project features to manage production budgets. Each show or program can be a "project" in NetSuite, with budgets for cast, crew, marketing, etc. The system tracks actuals versus budget in real time, helping ensure productions don't overspend. NetSuite's resource allocation tools could even schedule equipment or studio time (analogous to resource booking in a project) and its time tracking could log staff hours on a production. While highly specialized broadcast scheduling systems exist for content operations, NetSuite covers the *business* side of broadcast operations – ensuring the finances of advertising, syndication, and production are all accounted for in one unified ledger.

In summary, **broadcast media companies** leverage NetSuite to streamline advertising sales (from booking to billing), manage content licensing revenue, handle royalties for creative content, and keep a tight rein on production costs. By integrating with broadcast-specific systems (traffic schedulers, Nielsen/analytics, content libraries) via its open API, NetSuite becomes the central hub where all these activities are translated into financial outcomes. This gives broadcasters clarity on profitability by program, by channel, and by market in real time – a critical advantage in an industry where revenues (ads) and costs (content rights) must be balanced carefully.

Advertising and Marketing Agencies

Advertising and digital marketing agencies operate in a project-driven, client-service environment. NetSuite has an industry-specific solution for agencies that emphasizes project management, client accounting, and resource utilization. For agencies, key use cases include **campaign/project management**, **time and expense tracking**, **client billing** (often complex, e.g. retainers, media pass-through costs, performance-based fees), and **resource planning** for creative staff.

NetSuite's PSA and services automation capabilities are a natural fit here. Agencies can use NetSuite to manage the entire lifecycle of a client campaign as a project – from pitching and proposals to execution and billing. In fact, NetSuite's agency solution provides features like opportunity and **RFP management** (recording proposals and scopes of work), **project task planning**, and real-time project analytics to monitor budgets and margins. One of the touted benefits is improved **profitability per project**: NetSuite gives visibility into project financials so agencies can ensure they are delivering within budget and at the right margins. Agencies can analyze which services or client accounts are most profitable through NetSuite's reporting, using historical data to target the right kind of future work.

A specific challenge for agencies is managing **billable hours and expenses**. NetSuite automates time and expense capture through its PSA module (e.g. consultants or creative staff log hours directly in NetSuite, and those feed into project costing and client billing). It supports multiple billing methods – time-and-material, fixed fee, retainers, or hybrid models – and can generate client invoices using **billing rate cards** that differentiate rates by role or service. This improves invoicing accuracy and cash flow; for instance, NetSuite helps agencies issue invoices faster and more accurately by pulling approved timesheets and expenses into invoices, thereby *"improving cash flow with quicker, more accurate invoices"*. A case study by one NetSuite implementation partner highlighted an agency that enforced a *"pay-when-paid"* policy (paying vendors only after the client pays) and reduced its Accounts Receivable delays by 45% after adopting NetSuite, thanks to better alignment of client billings and vendor payments.

Resource management – often referred to as "traffic" in agencies – is another core use. NetSuite's resource scheduling tools let agency traffic managers see all staff and their allocations, track utilization, and identify who is free for a new project. Skills tracking in NetSuite can match the right talent to the right job, and forecast when to hire based on pipeline. NetSuite even supports **virtual collaboration** through "job jackets" – essentially central electronic records for campaign assets and briefs that team members can access, fostering collaboration even across geographies. By having project status, documents, and financials in one system, agencies break down silos between creative teams and account/finance teams.

NetSuite also aids agencies in **media procurement and campaign execution**. If an agency is buying media on behalf of clients (e.g. purchasing ad space on platforms, or printing), NetSuite can track those insertion orders and media costs within the project, and manage the pass-through billing to the client.

The platform can reconcile vendor bills (from media outlets) with what was planned and actually run, ensuring any discrepancies are caught (for example, if a promised ad placement didn't run, it can be credited back to the client).

Two brief examples of agency success with NetSuite: **Miles Partnership**, a travel marketing agency, used NetSuite to manage rapid growth while sustaining creativity", and **Oxford Road**, a media buying agency focusing on audio advertising, combined creative processes with analytics on NetSuite to deliver measurable results for clients. These stories illustrate that NetSuite helps agencies maintain their *creative culture* while introducing rigor in project accounting and performance tracking. In the words of Oracle's own marketing, NetSuite lets agencies *"maintain your creative culture [and] streamline agency workflows,"* providing real-time visibility into client and project-based financials.

In summary, for advertising and marketing agencies, NetSuite functions as an end-to-end **agency management system**: from new business pipeline (CRM for pitches), to project management (PSA), to traffic and resource allocation, to billing and financial analysis. It enables agencies to improve **utilization, project margins, and client transparency**, all of which are crucial for agency profitability and client satisfaction.

Entertainment & Talent Management

The entertainment sector – including film/TV production companies, music labels, and talent management agencies – has complex operations involving content projects, royalties, and multi-entity structures. NetSuite has been adopted by companies in this space to unify their financials and manage growth. A prime example is **United Talent Agency (UTA)**, a major talent representation firm in Hollywood. UTA faced rapid expansion (organically and via acquisitions) which left it running multiple accounting systems and disjointed processes. After a triggering event (a malware attack on legacy systems), UTA implemented NetSuite OneWorld in just 3 months to replace Sage and other systems. The result was a modern, consolidated platform supporting UTA's global offices and diversified services. With NetSuite, UTA could handle the **financial complexity of talent contracts and payments** across film, TV, music, sports, and other divisions, all while gaining real-time visibility. As UTA's Deputy CFO noted, *"We knew we had to rely on best-in-class systems… Once we realized the time and effort to rebuild [legacy systems], we decided to accelerate the ERP implementation"*, achieving go-live on NetSuite OneWorld in a very short timeframe.

For talent agencies and entertainment management companies, key use cases include **tracking income and payments for multiple clients (artists)**, **managing royalties and participations**, and dealing with multi-currency, multi-entity finances. NetSuite's multi-entity consolidation (OneWorld) is vital because these companies often have separate entities for different talent or ventures, yet need consolidated reporting for the parent company. NetSuite can roll up dozens of LLCs or subsidiaries – common in film production where each project might be its own LLC – into one financial view. The MACRO case study

illustrates this: MACRO is an entertainment company that finances and produces films and also invests in media ventures. As it grew, MACRO had "dozens of LLCs" to manage and found monthly closes were taking over a month. After implementing NetSuite OneWorld, MACRO gained *"an enterprise-level system covering hundreds of millions of dollars of capital and tens of LLCs... accomplished with a small team, ahead of schedule and under budget"*. With NetSuite, MACRO slashed its close process down to days and could easily consolidate financials across its film projects, events, and investments. This level of efficiency and transparency is a game-changer in an industry where project finances are often opaque.

Rights and royalties management is another cornerstone. For example, a record label needs to pay royalties to artists, or a film distributor needs to pay profit participation to talent or investors. NetSuite can integrate with rights management systems (like FilmTrack or music rights databases) or handle royalty calculations internally via SuiteApps. It will track sales or usage (box office receipts, streaming counts, album sales) and compute the share for each stakeholder, then generate statements and payments. A NetSuite partner in publishing noted that while NetSuite doesn't natively have full royalty accounting, solutions exist via SuiteCloud to handle it. Indeed, third-party SuiteApps (e.g. by MIBAR or MetaComet) plug into NetSuite to provide end-to-end royalty tracking within the ERP. The advantage is that royalty liabilities and expenses post directly in NetSuite's ledger, giving a clear picture of net profits per project or title.

Entertainment companies also utilize NetSuite for **production accounting**. Managing the budget of a film or tour is akin to a project with many cost lines (cast, crew, locations, marketing). NetSuite's project accounting allows assigning and monitoring these costs, and even handling **amortization of content costs** (expensing a film's production cost over its release window, for instance). Additionally, NetSuite's procurement tools can support purchasing for productions (equipment rentals, sets, etc.), enforcing approvals and tracking committed costs.

In talent management, agencies like UTA use NetSuite to handle the flow of money from engagements through to client payouts. For example, when a client (an actor or musician) does a gig or a campaign, the agency invoices the client's customer through NetSuite, receives payments, and then pays out the talent their share minus commissions. NetSuite's **accounts receivable and payable** modules can handle this "pass-through" effectively, and its reporting can show, say, total earnings by talent, commissions earned by the agency, and any outstanding receivables per deal. UTA specifically benefited from NetSuite's ability to accommodate their *"settlement solution"* for live touring business and then extend it company-wide. This indicates NetSuite was flexible enough to incorporate a custom module for concert settlements and then unify that with the general financials.

Overall, in entertainment and talent management, NetSuite provides a unified platform to manage **project finances, multi-entity consolidation, complex revenue sharing, and global operations**. It replaces a tangle of niche systems (or spreadsheets) with a single source of financial truth. The payoff is timely insight into each project or client's profitability, easier compliance with audit and investor requirements,

and the scalability to support new deals or acquisitions. Entertainment firms can thus focus on creative and strategic growth, knowing NetSuite will handle the intricate accounting of the entertainment business behind the scenes.

Case Studies: Media Companies Succeeding with NetSuite

Real-world success stories demonstrate how different media organizations have leveraged NetSuite:

- **MACRO (Film/Media Production & Investment):** This Los Angeles-based media company finances and produces film, TV, and digital content focused on voices of color. MACRO implemented NetSuite OneWorld as it began managing multiple lines of business (production, events, a digital platform, a VC arm) with many legal entities. After a 100-day implementation, NetSuite provided MACRO with a scalable enterprise system. The CFO reported that with NetSuite, they handle *"hundreds of millions of capital and tens of LLCs"* on a small team, and that they completed the project under budget. NetSuite dramatically improved their **financial close speed (down to a few days)** and gave them real-time consolidated reporting, which helped in raising additional capital at higher valuations. MACRO can now do sophisticated forecasting (merging GAAP financial projections with cash forecasts) to inform decisions – an edge few independent studios have. The takeaway: NetSuite enabled MACRO to support complex multi-platform growth and to impress investors with professional financial management.

- **United Talent Agency (UTA) – Talent Representation:** UTA's NetSuite success underscores rapid implementation and consolidation. Facing a crisis and rapid growth, UTA moved off fragmented legacy ERPs to NetSuite OneWorld in 2017. The project, done with NetSuite's own Professional Services, went live in about three months – an unusually fast timeline given UTA's size. With NetSuite, UTA unified financial data from various divisions (talent, literary, music, etc.) and international offices. They also integrated a custom live-events settlement system into NetSuite. Post-implementation, UTA had the modern capabilities to keep pace with an evolving entertainment industry: as deputy CFO Greg Yen noted, *"There has never been a period of greater transformation in our industry... at UTA, we kept pace by expanding beyond core talent representation...and [NetSuite] helped accommodate our current state as well as future growth"*. In essence, NetSuite gave UTA a platform for **innovation and agility**, letting them focus on new business (branding services, content production) rather than fighting old systems.

- **Sonoma Media Investments (Publishing):** SMI, owner of multiple newspapers and magazines (including **The Press Democrat** in California), is a case of a traditional media company modernizing with NetSuite. Implementing NetSuite brought all major publications under one umbrella, unifying advertiser and subscriber data and standardizing financial processes. As noted earlier, SMI cut its financial close time by 50% and leveraged SuiteCloud integrations to connect their circulation and ad

systems to NetSuite (Source: slideshare.net). This resulted in **real-time financial reporting across five publications** and better insight into each publication's performance. By choosing NetSuite, SMI avoided investing in expensive industry-specific ERP and instead configured a cloud ERP to meet industry needs – a template that many mid-market publishers can follow.

- **Novus Media (Advertising Agency):** Novus, an agency specializing in print advertising solutions, implemented NetSuite with a focus on aligning its accounts receivable and payable. According to a NetSuite partner case, using NetSuite allowed Novus to implement a "pay when paid" policy – meaning they only paid their media vendors once the client paid them – which NetSuite's real-time AP/AR tracking facilitated. They reportedly reduced AR delays by 45% and improved cash flow visibility significantly. This showcases how **NetSuite's financial workflow customization** can directly impact an agency's working capital and risk management.

- **Miles Partnership & Oxford Road (Agencies):** These were highlighted on Oracle's site as customers. *Miles Partnership*, a travel marketing agency, used NetSuite to support growth while continuing to deliver creative work – implying improvements in **resource management and scalability**. *Oxford Road*, a fast-growing ad agency focusing on media buying for audio (podcasts, radio), combined NetSuite's analytics with their creative processes to prove ROI to clients. For Oxford Road, NetSuite likely provided the ability to track ad spend vs. performance and client outcomes in one place, giving them a competitive edge in analytical rigor.

Each of these cases underscores different advantages: faster closes and consolidation (MACRO, SMI), rapid implementation (UTA), improved cash management (Novus), and data-driven client service (Oxford Road). Yet a common thread is that NetSuite provided **unification and visibility** that these companies lacked before. In a complex media landscape, having an integrated system translated into better decisions and often measurable ROI (like reduced closing time, higher billing efficiency, etc.). These documented success stories, supported by reputable sources and Oracle's own case studies, give media industry decision-makers confidence that NetSuite can handle their unique challenges.

Integrations with Media Platforms and Tools

Media companies rarely operate on a single software system; they use a myriad of specialized tools for content creation, distribution, advertising, customer engagement, and more. A crucial aspect of NetSuite's value in the media industry is its ability to integrate with these tools, serving as the *financial and operational backbone* that ties everything together.

Advertising Technology Integration: NetSuite natively supports or can be easily connected to leading ad tech platforms. Oracle's Media Edition explicitly mentions integration with ad servers like **Google DoubleClick (now Google Ad Manager)** and **OpenAds/OpenX**, as well as ad verification services. This means that impression or click data from an ad campaign can flow into NetSuite to trigger billing or to

record revenue share. For a publisher or digital media company, such integration eliminates manual data transfers when billing advertisers – NetSuite can automatically pull how many ad impressions were delivered per campaign and invoice accordingly, or reconcile against insertion orders. In broadcast or streaming, integration with systems like **WideOrbit** (common for broadcast ad traffic) or **FreeWheel** (digital video ad management) can similarly feed NetSuite the data needed for billing and performance tracking. NetSuite's API and connector marketplace (SuiteApps) offer pre-built connectors to many advertising and marketing tools.

Content Management Systems (CMS) and Distribution: Media firms often use CMS platforms (e.g. WordPress, Adobe Experience Manager, or custom CMS for news) to produce and deliver content. NetSuite can integrate with these to align content operations with financials. For example, if a paywalled news site uses a CMS for user management, NetSuite can sync subscription data – ensuring that when a user subscribes through the website, a corresponding customer record and subscription term is created in NetSuite for billing. Invitra Technologies (a NetSuite partner) emphasizes integration with CMS as a step in their media implementation process. Similarly, for OTT video services, NetSuite could integrate with the streaming platform to get subscriber counts, usage for billing (like bandwidth overages or pay-per-view events), etc. On the distribution side, NetSuite's **SuiteCommerce** module can be used for any direct-to-consumer digital sales (for instance, selling digital downloads or merchandise on a media brand's online store), but if a company uses another e-commerce or app store, NetSuite can tie in to record those transactions.

CRM and Audience Data: Many media companies rely on CRM systems like Salesforce for advertising sales or subscriber marketing. NetSuite can either replace a separate CRM (since it has CRM capabilities built-in) or integrate with it. A common scenario is a media company using **Salesforce for advanced sales workflows** (especially in enterprise ad sales) and NetSuite for ERP; the two can be connected so that opportunities in Salesforce turn into orders in NetSuite seamlessly. Oracle offers a connector for Salesforce, and third-party integrators (Celigo, Boomi, etc.) have templates for this integration. This allows, for example, a sales rep to see in Salesforce if a client is on credit hold or their invoice status (fetched from NetSuite), or automatically push a closed deal to NetSuite for billing.

Adobe Creative Cloud and Production Tools: While creative tools (Adobe Premiere, Photoshop, Avid, etc.) don't directly integrate with ERP, the outputs of creative processes often feed into NetSuite in terms of projects and costs. For instance, a design agency might use Adobe Workfront (a marketing project management tool); NetSuite can integrate or at least import data from such tools to capture time spent or project milestones. In film production, budgeting software (like Movie Magic) could export a budget that NetSuite then uses to set up project cost codes. The integration story here is about reducing duplicate data entry between creative planning systems and financial systems.

Rights Management and Royalty Systems: Many media firms use dedicated rights management systems (for intellectual property contracts, royalty calculations, etc.) – examples include **FilmTrack, Counterpoint, Vistex** (for music/entertainment rights), or in publishing, tools like **MetaComet's Royalty Tracker**. NetSuite's open architecture allows data exchange with these systems. A rights system might calculate royalties due and then send a summary to NetSuite to generate vendor bills or payments for those royalties. Conversely, NetSuite can send sales figures to the rights system to crunch the royalties. The availability of SuiteApps like the MIBAR Rights Management (as noted on YouTube) indicates that some NetSuite partners have built connectors or extensions to handle these processes on-platform.

Analytics and Data Lakes: Media companies often have big data platforms analyzing user behavior, ad performance, etc. While NetSuite is not an analytics database for detailed user clickstream, it can integrate at a higher level – for instance, feeding revenue data by content or by channel into a data warehouse that also has user engagement data, enabling holistic analysis (e.g. cost per impression or lifetime value calculation). NetSuite's SuiteAnalytics provides plenty of in-system analysis, but for data science needs, its data can be exported or accessed via ODBC for external BI tools. Integration with tools like **Tableau** or **Power BI** can also be achieved, either directly or via the SuiteAnalytics Connect service, to merge NetSuite data with other data sources for advanced analytics.

Common Integration Approaches: NetSuite supports REST and SOAP APIs, and many media firms use integration middleware (like Dell Boomi, Celigo Integrator.io, MuleSoft) to connect NetSuite with their other platforms. The goal is to ensure NetSuite acts as the financial nucleus – all roads lead to it for billing, accounting, and summary customer data. Oracle's SuiteCloud and SuiteTalk services provide the means to keep NetSuite in sync with rapidly changing front-end systems of a media business.

In essence, **NetSuite's integration capabilities** enable a media company to plug it into their existing ecosystem of tools: ad servers, CRMs, CMS, marketing platforms, rights databases, and more. This allows media businesses to leverage best-of-breed systems for content and advertising operations while NetSuite quietly handles the **transaction processing, financial reconciliation, and core record-keeping**. By avoiding isolated data pockets, media companies achieve a unified view of operations and financial outcomes, which is critical for timely and strategic decision-making.

Financial Management, Rights & Royalties, and Analytics in Media Operations

Media and entertainment companies have some unique financial management needs. NetSuite's rich financial suite, coupled with industry-specific configurations, addresses many of these challenges:

- **Financial Planning & Management:** Media companies often deal with volatile revenues (e.g. ad sales can fluctuate with market conditions, or a film's success can be unpredictable) and significant upfront costs (production, content acquisition). NetSuite's financial planning tools (like SuitePlanning or integration with Oracle Planning and Budgeting Cloud) help create budgets and forecasts that account for these dynamics. Users can model scenarios – for example, what if advertising revenue drops 10%, or if a new content launch is delayed – and see the impact on cash flow and profit. The **real-time financial visibility** NetSuite provides (dashboards for key financial KPIs, automated variance reports) lets media CFOs course-correct quickly. Additionally, NetSuite's support for **multi-currency and multi-company** accounting is vital for global media operations or co-productions. A company like UTA, with offices in multiple countries, leverages OneWorld to manage different currencies and local accounting requirements, while consolidating into USD for HQ reporting.

- **Revenue Recognition & Subscription Billing:** Subscription and recurring revenues are common in media (digital subscriptions, memberships, recurring ad services). NetSuite's revenue recognition engine can automatically defer and recognize revenue over time for subscriptions. If a customer pays $120 for an annual subscription, NetSuite can recognize $10 per month as earned revenue, ensuring compliance with accounting standards. It handles **multiple element arrangements** too – for instance, if a media product bundle includes a magazine subscription plus an event ticket, NetSuite can allocate revenue to each element and recognize appropriately. NetSuite also supports **various subscription billing models** out-of-the-box: fixed periodic billing, usage-based billing (e.g. per download or per impression fees), tiered pricing, and even complex models like freemium conversions. All these feed into its Accounts Receivable, so invoicing and payment collection are streamlined (including automated dunning for past-dues if needed). The benefit for media companies is accurate, timely revenue and subscriber analytics – e.g. monthly recurring revenue (MRR), churn, lifetime value – which can be derived from the clean subscription data NetSuite maintains.

- **Rights and Royalties Management:** As discussed earlier, managing royalties is critical for content-centric businesses. NetSuite ensures that **royalty liabilities** are recorded properly. If using a SuiteApp or custom module, NetSuite can track contracts with content creators or rights owners, calculate royalty accruals whenever revenue is recognized, and generate the payouts. For example, a book publisher can maintain author contracts in NetSuite and let the system accrue a royalty expense for, say, 10% of net sales on each sale recorded. Periodically, NetSuite can produce royalty statements and vendor bills to pay authors. The advantage of doing this in NetSuite (versus offline) is that at any point, financial statements are **royalty-inclusive** – executives see the true net margin of content after royalties. NetSuite's ability to handle complex calculations (tiered rates after certain sales thresholds, different rates for different media or territories) can be extended by scripting or

SuiteApps, as needed. Additionally, rights management in terms of *intellectual property tracking* can be partly handled by NetSuite's item and contract records, although detailed rights (like which territories a content is licensed to) might live in a dedicated system with a summary in NetSuite.

- **Project and Resource Planning:** This is especially relevant for agencies and production companies. NetSuite's project management allows granular tracking of project financials – budgets, actuals, committed costs, remaining forecast – for each campaign or production. Media companies often juggle dozens of projects simultaneously (e.g. multiple film productions in various stages, or an agency with many client campaigns). NetSuite provides a portfolio view to prioritize and allocate resources efficiently. For resource planning, managers can see utilization rates of staff, ensuring people are neither overbooked nor underutilized. One metric highlighted is **staff productivity and utilization forecasts** – NetSuite lets managers view how much of an editor's time is billable or how many design hours are available next month for new work. This helps in hiring decisions and in committing to new projects confidently. For internal media production teams, NetSuite helps contain costs by alerting when a project is going over-budget (burn rates). The integration of project planning with financials means procurement or expenses incurred on a project immediately reflect in the project's financial status, something spreadsheets or standalone project tools can't do in real-time.

- **Analytics in Media Operations:** The data-driven nature of media today means analytics are vital, not only for audience metrics but operational metrics too. NetSuite's analytics can slice data by product, channel, region, project, etc. A media CFO can quickly generate a dashboard showing revenue and profit by content type (e.g. streaming vs. physical media), or by advertising sector, or by client. Since NetSuite houses data on advertisers, subscribers, projects, and financials, it can produce insightful combined metrics – for instance, **cost per impression** (total cost of a campaign divided by impressions delivered, using both AP costs and ad delivery stats if integrated) or **subscription acquisition cost vs. lifetime value** (marketing spend per subscriber acquired versus revenue per subscriber). Furthermore, NetSuite's saved searches and KPI charts can be customized for media-specific needs, such as tracking **audience reach vs. revenue** or **fill rates of ad inventory** against targets. Some companies export NetSuite data to specialized BI tools, but many find that a lot of their needs can be met with SuiteAnalytics. Also, with the advent of **SuiteAnalytics Data Warehouse** (for more extensive analysis on combined datasets) and NetSuite's embedding of **AI** (like predictive analytics for cash forecasting), media companies can anticipate trends. For example, NetSuite could help predict subscription churn by analyzing billing and customer activity patterns, or forecast which projects might overshoot budgets based on current burn rate trends, using its analytical tools.

- **Compliance and Audit Trails:** Media companies, especially public ones or those dealing with investors, need solid compliance. NetSuite provides robust audit trails (every transaction is logged with user and timestamp). It also eases compliance with **industry regulations** such as revenue

recognition rules (ASC 606/IFRS 15) and data security (important if handling subscriber personal data). Additionally, media companies might need to adhere to specific standards – e.g. digital advertising companies following IAB guidelines for revenue measurement – and NetSuite's configurability can accommodate those accounting nuances. With role-based permissions and segregation of duties features, NetSuite helps reduce the risk of fraud or error, which is important in high-profile media businesses.

In summary, NetSuite equips media companies with sophisticated **financial management capabilities** tailored to their needs: from handling recurring subscription revenue and complex royalty agreements, to planning multi-million-dollar productions and analyzing profitability by content or client. All these insights are delivered in real time, enabling media leaders to respond to the fast-changing market. As Oracle's materials emphasize, NetSuite has taken best practices from thousands of deployments to build a set of leading practices for media, providing a clear path to rapid value. This means that media companies adopting NetSuite aren't starting from scratch – they benefit from templates and configurations designed for their financial and operational challenges.

NetSuite vs. Other ERP Systems in the Media Industry

Media organizations evaluating ERP solutions will likely compare Oracle NetSuite with other major players like SAP, Microsoft Dynamics 365, and Workday (among others). Each has strengths, but there are distinct differences in how they cater to the media sector:

- **NetSuite vs. SAP:** SAP has long served very large enterprises, including global media conglomerates (some big broadcasters and publishers historically ran on SAP ERP). SAP's current flagship (S/4HANA) offers extensive functionality and industry vertical solutions, and it excels in supporting complex, compliance-heavy operations. However, for mid-market media companies or those seeking agility, NetSuite often has the edge in **ease of use, flexibility, and cloud deployment**. NetSuite is cloud-native and typically faster to implement, whereas SAP can be more resource-intensive to configure (though SAP also has cloud offerings now). In terms of media-specific needs, SAP can be very powerful if heavily customized or with add-on modules (SAP has solutions for media advertising management, for instance), but that comes with cost and complexity. NetSuite, in contrast, provides a lot of media functionality out-of-the-box via its SuiteSuccess for Media & Publishing and through easy SuiteApp integrations. For example, a mid-size publisher might find NetSuite's built-in ad order-to-cash process more immediately usable, whereas SAP might require a specialized module (formerly something like SAP IS-Media) to achieve the same. Additionally, **total cost of ownership** tends to favor NetSuite for small-to-midsize media firms, while SAP might be justified for a TimeWarner/AT&T-scale entity with massive operations.

- **NetSuite vs. Microsoft Dynamics 365:** Microsoft Dynamics 365 (which includes Dynamics 365 Finance & Operations, and formerly AX/NAV/GP products) competes more in the mid-market. Dynamics may appeal to media companies already using a lot of Microsoft tech (it integrates natively with Office 365, Power BI, etc.). Dynamics 365 can be deployed on-premise or cloud and offers strong financials and some project management capabilities. However, NetSuite is a more **unified, all-in-one cloud platform**; it was built as one system, whereas Dynamics 365 is somewhat modular (you might need separate apps for Finance, for CRM, for Project Service, etc., that require integration). For a media company that wants a single data model for everything from subscriber CRM to ad invoicing, NetSuite is often simpler. Dynamics might require integrating, say, Dynamics CRM with Dynamics Finance and perhaps a third-party add-on for media advertising workflows. In terms of usability, many cite NetSuite's web interface and dashboards as very user-friendly out of the box, while Dynamics can be highly customized (good and bad – flexible but possibly more setup). Another difference: **upgrades** – NetSuite's updates are automatic since it's true SaaS, while Dynamics 365, though cloud-capable, may still involve more manual effort to stay current, depending on how it's configured. NetSuite's ability to deploy in a *"reasonable timeframe that could be as short as 90 days"* is frequently noted, which can be attractive to fast-moving media businesses. An example comparison: A radio network like Cumulus Media moved from older Dynamics GP to a cloud solution to cut costs, which shows that even Microsoft's older ERP struggled with modern requirements and cost – NetSuite often wins such replacements with its cloud value proposition.

- **NetSuite vs. Workday:** Workday Financial Management is a newer entrant to core financials, known primarily for its strength in **Human Capital Management (HCM)**. Some large media companies use Workday for HR/payroll and might consider Workday for financials. Workday's financial capabilities cover general ledger, project accounting, procurement, etc., and it's a pure cloud system as well. However, Workday is generally targeted at service-based enterprises and is less often cited in the context of advertising sales or media-specific needs. Workday does not natively provide CRM or commerce, so it would require integration to a separate CRM or ad sales system. In contrast, NetSuite offers a more **holistic solution (ERP + CRM + etc.)** for a media company. A key difference is Workday's focus: it's often chosen for robust HR and planning features – e.g. a film studio might use Workday to manage its workforce and contractors, but it might still need a system like NetSuite or SAP for order-to-cash and industry-specific functions. Also, Workday is usually positioned for larger enterprises (and has a price tag to match), whereas NetSuite scales down to smaller firms more readily. A technology advice review summarized: *"Workday specializes in HCM and financial management... NetSuite provides a unified platform to streamline back-office processes across accounting, CRM, inventory, e-commerce, etc."*(Source: technologyadvice.com). Therefore, a media company that needs a lot beyond core finance (such as subscription billing, or integrated CRM for

advertisers) might lean towards NetSuite. On the other hand, if a primary goal is world-class HR and the company size is huge, Workday could be paired with or chosen over NetSuite – sometimes they even coexist (Workday for HR, NetSuite for ERP, integrated).

- **NetSuite vs. Niche Media ERPs:** There are also specialized software solutions for media (for example, **Adpoint by Lineup for advertising management, or knkPublishing for publishing**). These are very tailored to specific media processes (like editorial workflow, ad booking interfaces for sales reps, etc.). They might have deeper functionality in one area (e.g. knk excels at editorial project management and royalties). However, niche solutions often lack the breadth and maturity of a full ERP. They might need to be integrated into an accounting system anyway. NetSuite's strategy can be to integrate with such tools (if a company really needs them) so that the niche processes feed into NetSuite's financials. Alternatively, NetSuite's configurability can often cover 80-90% of needs out of the box. Many mid-sized media companies choose NetSuite over a patchwork of niche systems + generic accounting because it's **one integrated solution with support and development scale** of Oracle behind it. And with the SuiteCloud platform, any missing specialized function (like a custom royalty calc) can be built or added via the SuiteApp ecosystem.

In summary, NetSuite differentiates itself with its **unified cloud platform, speed of deployment, and broad feature set**. SAP might be more powerful for extremely complex, large-scale needs but can be unwieldy for smaller firms. Dynamics offers familiarity for Microsoft shops but may require more integration of components and is not solely focused on cloud ERP in the way NetSuite is. Workday shines in HR but is less of an all-in-one operational platform for media. NetSuite often hits a sweet spot for media companies that need a comprehensive, customizable system that can handle financials, CRM, project management, and more within one cloud environment. Moreover, Oracle's continuous investment in NetSuite (adding AI, more SuiteSuccess industry solutions, etc.) means that its capabilities for media continue to evolve, whereas some older ERP systems have stagnated or focus elsewhere. Ultimately, the best choice depends on the company's size and priorities, but NetSuite's strong adoption in media (tens of thousands of customers overall, with many in media/publishing) testifies to its effectiveness as a modern ERP for this industry.

Challenges and Best Practices for NetSuite Adoption in Media

Implementing an ERP like NetSuite in a media organization can yield substantial benefits, but it also comes with challenges that need to be managed. Below are common challenges media companies face with ERP projects and best practices to ensure a successful NetSuite adoption:

Challenges:

- **Industry-Specific Complexity:** Media businesses have unique workflows (ad sales orders, content production cycles, royalties) that standard ERP configurations may not cover out-of-the-box. For instance, handling insertion orders for ads or calculating royalties can be complex to set up. If not addressed, users might feel the system "doesn't fit." Additionally, media companies often have legacy systems (homegrown ad booking software, legacy circulation systems, etc.) with years of custom tweaks. Migrating data (like subscriber lists with intricate pricing, or advertisers with custom contracts) into NetSuite requires careful mapping and validation to avoid disruption. It's also challenging to replicate certain familiar features of old systems; for example, a sales team might be used to a specific way of scheduling ads – during the transition, they must adapt to NetSuite's way or the system must be tailored.

- **Integration and Data Consistency:** While NetSuite is very integrable, getting all systems to talk smoothly is a project in itself. Initially, there might be issues ensuring real-time sync – e.g., an ad server might not immediately feed data to NetSuite, causing billing delays. Ensuring that integrations (via API or middleware) are robust and error-handling is in place is a known challenge. There's also the "spiderweb" risk: if a media company tries to integrate too many disparate systems without a clear architecture, it can become tangled and hard to maintain. Best practice is to simplify where possible and use NetSuite as the consolidation point.

- **Change Management and User Adoption:** Media companies' staff – from sales reps to finance analysts – may be accustomed to legacy processes ("we've always done it this way"). Moving to NetSuite means new interfaces and possibly re-engineered processes. Without proper training and change management, users might resist adoption or use workarounds. For example, journalists or ad ops teams might initially bypass the system if they find it cumbersome, undermining data quality. The *culture* in media organizations can be less process-driven and more creative, so convincing teams of the value of an ERP requires demonstrating how it makes their work easier (not just adding bureaucracy). Poor communication about the implementation can lead to misconceptions (e.g., "Will this system monitor my work?" or "Will it replace my job?"), which need addressing.

- **Initial Implementation Hurdles:** Configuring NetSuite for media involves decisions that can be complex – how to structure the chart of accounts to track multiple properties, how to handle multi-platform revenue attribution, how to configure SuiteScripts for any custom logic, etc. If the implementation partner or team lacks media industry knowledge, there could be missteps. Additionally, consolidating historical data (for comparative reporting) can be tricky; companies must decide how much legacy data to bring over (e.g., subscriber history, ad deal history) without overloading the new system. Another hurdle is timing: media companies might have seasonal peaks (e.g., holiday season for advertising) – going live at a bad time could disrupt critical operations.

- **Cost and ROI Concerns:** Upfront investment in NetSuite licenses, implementation, and possibly SuiteApps or custom development can be significant. Media margins can be tight, so CFOs will be concerned with ROI. If the project drags or does not quickly yield improvements, it may face internal criticism. Thus, scoping appropriately and phasing deliverables is crucial to demonstrate quick wins (for example, automating a previously manual report, or speeding up invoice generation by X days within the first quarter of use).

Best Practices:

1. **Leverage Media Industry Templates (SuiteSuccess):** Oracle NetSuite offers SuiteSuccess industry editions that encapsulate leading practices from similar companies. Adopting the *Media & Publishing* edition or *Advertising Agency* edition as a baseline configuration can drastically cut down the customization needed. These come with pre-built dashboards, workflows, and KPIs for things like insertion orders, subscriber management, campaign project management, etc. Starting with these templates ensures you don't reinvent the wheel. For example, SuiteSuccess provides saved searches for "ads not yet billed" or "subscriptions up for renewal," which address common needs from day one.

2. **Engage Experienced Implementation Partners:** It's highly beneficial to work with consultants or partners who have done NetSuite projects in the media sector. They will understand terms like makegoods, up-front buys, royalty schedules, and can configure the system accordingly. An experienced partner can bring in solutions from previous projects (say, how to structure an Item record to represent an ad placement, or how to integrate with Google Ad Manager's API). This know-how prevents mistakes and accelerates the implementation. As an example, Circular Edge or ERP Success Partners (both Oracle partners) have published insights on NetSuite for media, indicating they have frameworks ready. Engaging such experts can also help in change management – they can articulate to users how their daily work improves with NetSuite, using language and examples that resonate with media professionals.

3. **Phased Implementation with Clear Priorities:** A big bang approach (implementing everything at once) can be risky. Best practice is to phase the rollout. Often, the **financial core** is implemented first (GL, AP, AR, basic reporting) to stabilize the backbone. Next might come order-to-cash for advertising or subscription billing, followed by more advanced projects like integrating a CMS or automating royalties. Phasing allows the team to deliver incremental value and learn along the way. UTA's case was unusual in speed due to necessity, but generally one might take, say, 6–9 months for full ERP, broken into 2-3 phases. Each phase should have defined success metrics (e.g., Phase 1: close books in 5 days instead of 10 (Source: slideshare.net); Phase 2: automate 90% of subscription renewals via credit card billing; Phase 3: integrate ad server for real-time billing data).

4. **Thorough Business Process Mapping:** Before configuring NetSuite, invest time in mapping current processes and identifying pain points. For media companies, map out the **advertising sales workflow** (from proposal to trafficking to billing), the **content publication process**, the **subscription lifecycle**, etc. Identify what will change in NetSuite. For example, if currently ad invoices are manually created from a spreadsheet of aired spots, plan how NetSuite's process will work with integration – who triggers invoice creation, how exceptions are handled. Engaging end-users in this design is critical; it creates buy-in and surfaces requirements early. As Invitra's implementation process suggests, start with *"Business Process Discovery & Content Workflow Mapping"* and only then move to solution configuration. This ensures NetSuite is configured to align with (or intelligently improve) the business's actual workflows, rather than a generic setup.

5. **Data Clean-Up and Migration Strategy:** Media companies often have lots of legacy data (years of advertisers, subscribers, contracts). It's a best practice to clean this data before importing into NetSuite. Remove duplicates, standardize naming (e.g., ensure the same advertiser isn't listed 5 different ways), and decide cut-off dates for historical transactions. A typical approach is to bring open transactions (like open invoices, current subscriptions) and perhaps one year of historical data for reference, while archiving older stuff externally. For subscriptions, you might migrate current active subscribers and their next billing date, rather than trying to recreate every past invoice. For content assets or IP, you might import an inventory of active titles but not every out-of-print item. This keeps the new system lean and efficient.

6. **User Training and Change Management:** Invest in extensive training tailored to each user group – sales, finance, production, etc. Rather than generic NetSuite training, make it scenario-based: e.g., "How to enter a new ad campaign order" for salespeople, "How to approve and post a royalty payment" for finance, "How to view your project's status" for producers. Use the dashboards and roles configured for them so they see the real system they will use. Also, identify and support *champions* in each department – people who get extra training and can help their peers during go-live. Communicate the benefits regularly; for instance, remind the ad ops team that once fully on NetSuite, they'll spend less time reconciling with finance, or tell the finance team that automation will reduce their month-end workload. Highlighting quick wins post-launch (like "we sent invoices 2 days faster this month" or "we have a single view of subscriber now versus toggling 3 systems before") reinforces positive adoption. Change management should also involve leadership support – when executives visibly use NetSuite dashboards in meetings to make decisions, it signals to everyone that the system is central to the business.

7. **Customization Governance:** NetSuite is highly customizable, which is a boon but can become a bane if overdone or done haphazardly. Best practice is to stick as much as possible to standard functionality, only customizing where it truly adds value or is needed for differentiation. If customization is needed (like a script to calculate a very particular KPI, or a custom form to match an

old insertion order format), govern it: ensure it's documented, tested, and doesn't impede upgrades. Oracle's approach of carrying forward customizations in each update is robust, but poorly written scripts can still cause issues. Working with SuiteApps (pre-built solutions) when available is safer than custom code. Essentially, configure > integrate > customize, in that priority order. For media firms, it might be tempting to heavily customize to mimic old systems, but it's often better to adapt processes to best practices embedded in NetSuite, to avoid technical debt.

8. **Monitor and Optimize Continuously:** After go-live, monitor usage and performance. Use NetSuite's system logs and analytics to see if, for example, sales orders (ad insertion orders) are getting stuck in approval, or if users are creating too many custom reports outside the agreed ones (which might indicate a training gap or unmet need). Also, solicit feedback from end-users – maybe the editorial team finds it tedious to input something that could be automated, or finance wants an additional report for segment profitability. NetSuite's agility allows for ongoing refinement. Plan for a **post-implementation audit or health check** (Oracle and partners often offer one after a few months) to ensure the system is being used optimally and to activate features that were deferred. Media industry evolves quickly (new channels, new revenue models), so periodically assess if new NetSuite features or modules (e.g., NetSuite Analytics Warehouse, SuitePeople HR for a growing team, etc.) could be leveraged to meet new requirements.

By anticipating challenges and following these best practices, media companies can significantly de-risk their NetSuite projects and accelerate time to value. The experiences of others underscore this: for example, one media CFO noted that adopting cloud ERP helped them *"harness current trends and prepare for successful futures"*, and that sentiment is borne out when implementations are done right. NetSuite itself has encapsulated many best practices into its methodology – focusing on quick wins, using pre-configured roles, and iterative user testing – which align with the above points. Embracing those, while keeping the unique flavor of one's media business in mind, leads to an ERP implementation that not only avoids disruption but actively drives improvement in efficiency and insight.

Conclusion: Implementing Oracle NetSuite in a media industry context offers substantial rewards – a unified platform, improved efficiency, and better decision capabilities – but success hinges on careful alignment with media-specific processes and proactive change management. When well-executed, NetSuite becomes an enabler for media companies to innovate in how they monetize content and manage their operations, supporting them in an industry undergoing rapid digital transformation.

Sources: The information and examples above were compiled from Oracle NetSuite's product documentation and industry solution briefs, case studies of media companies (such as UTA, MACRO, and Sonoma Media) that have implemented NetSuite, and analyses from NetSuite solution partners experienced in the media sector. These sources include NetSuite's official Media & Publishing industry

page, success story write-ups, and independent reviews and comparisons (Source: technologyadvice.com), all of which are cited inline. They collectively reinforce the tailored capabilities and proven benefits of NetSuite for media organizations.

Tags: oracle netsuite, erp, crm, psa, media industry, suiteprojects, financial management, cloud erp, project accounting

About Houseblend

HouseBlend.io is a specialist NetSuite™ consultancy built for organizations that want ERP and integration projects to accelerate growth—not slow it down. Founded in Montréal in 2019, the firm has become a trusted partner for venture-backed scale-ups and global mid-market enterprises that rely on mission-critical data flows across commerce, finance and operations. HouseBlend's mandate is simple: blend proven business process design with deep technical execution so that clients unlock the full potential of NetSuite while maintaining the agility that first made them successful.

Much of that momentum comes from founder and Managing Partner **Nicolas Bean**, a former Olympic-level athlete and 15-year NetSuite veteran. Bean holds a bachelor's degree in Industrial Engineering from École Polytechnique de Montréal and is triple-certified as a NetSuite ERP Consultant, Administrator and SuiteAnalytics User. His résumé includes four end-to-end corporate turnarounds—two of them M&A exits—giving him a rare ability to translate boardroom strategy into line-of-business realities. Clients frequently cite his direct, "coach-style" leadership for keeping programs on time, on budget and firmly aligned to ROI.

End-to-end NetSuite delivery. HouseBlend's core practice covers the full ERP life-cycle: readiness assessments, Solution Design Documents, agile implementation sprints, remediation of legacy customisations, data migration, user training and post-go-live hyper-care. Integration work is conducted by in-house developers certified on SuiteScript, SuiteTalk and RESTlets, ensuring that Shopify, Amazon, Salesforce, HubSpot and more than 100 other SaaS endpoints exchange data with NetSuite in real time. The goal is a single source of truth that collapses manual reconciliation and unlocks enterprise-wide analytics.

Managed Application Services (MAS). Once live, clients can outsource day-to-day NetSuite and Celigo® administration to HouseBlend's MAS pod. The service delivers proactive monitoring, release-cycle regression testing, dashboard and report tuning, and 24 × 5 functional support—at a predictable monthly rate. By combining fractional architects with on-demand developers, MAS gives CFOs a scalable alternative to hiring an internal team, while guaranteeing that new NetSuite features (e.g., OAuth 2.0, AI-driven insights) are adopted securely and on schedule.

Vertical focus on digital-first brands. Although HouseBlend is platform-agnostic, the firm has carved out a reputation among e-commerce operators who run omnichannel storefronts on Shopify, BigCommerce or Amazon FBA. For these clients, the team frequently layers Celigo's iPaaS connectors onto NetSuite to automate fulfilment, 3PL inventory sync and revenue recognition—removing the swivel-chair work that throttles scale. An in-house R&D group also publishes "blend recipes" via the company blog, sharing optimisation playbooks and KPIs that cut time-to-value for repeatable use-cases.

Methodology and culture. Projects follow a "many touch-points, zero surprises" cadence: weekly executive stand-ups, sprint demos every ten business days, and a living RAID log that keeps risk, assumptions, issues and dependencies transparent to all stakeholders. Internally, consultants pursue ongoing certification tracks and pair with senior architects in a deliberate mentorship model that sustains institutional knowledge. The result is a delivery organisation that can flex from tactical quick-wins to multi-year transformation roadmaps without compromising quality.

Why it matters. In a market where ERP initiatives have historically been synonymous with cost overruns, HouseBlend is reframing NetSuite as a growth asset. Whether preparing a VC-backed retailer for its next funding round or rationalising processes after acquisition, the firm delivers the technical depth, operational discipline and business empathy required to make complex integrations invisible—and powerful—for the people who depend on them every day.

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