HOUSEBLEND

CASE STUDY

How a digital agency moved onto its new parent group's NetSuite after an acquisition and automated its timesheets, reporting and forecasting

Digital and creative services | NetSuite

AT A GLANCE

The challenge

CLIENT
Digital design and production agency

INDUSTRY
Digital and creative services

SCOPE
Post-acquisition onboarding, reporting automation

PLATFORMS
NetSuite

After being acquired by a global marketing group, the agency had to move onto a sister agency's NetSuite instance, with processes and data harmonized across both.

Timesheets were manual, reports were built by hand, and forecasting drew on fragmented, inconsistent data.

APPROACH

What Houseblend did

1. **Onboarding.** Brought the agency into its sister agency's NetSuite instance, unifying master data, financials and processes.

2. **Timesheets.** Automated timesheet submissions and approvals, improving the accuracy of project cost data.

3. **Reporting.** Automated revenue, expense and projection reporting, with real-time executive dashboards.

4. **Forecasting.** Aggregated fragmented data sources into one forecasting process focused on high-probability deals.

RESULTS

Time back, and data leaders trust

~0.6 FTE

Efficiency gains from standardized forecasting, with more predictable revenue recognition

~8 hrs / wk

Saved on timesheet management and data correction

~4 hrs / wk

Saved on manual reporting

Real time

Executive dashboards for revenue, expenses and projections

One platform

Both agencies on the same NetSuite instance

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If an acquisition has to join your NetSuite.

NetSuite optimization
www.houseblend.io/services/netsuite-optimization

NetSuite integrations
www.houseblend.io/services/netsuite-integrations