



NETSUITE FOR
Media and Publishing
Companies

NetSuite provides media and publishing companies the ability to manage all customers—subscribers and advertisers alike—in a unified suite that combines sales with back-office financial accounting and order management.

OVERVIEW

To drive client satisfaction and business innovation, media and publishing companies need to make sure they have the right business systems in place to achieve success.

NEW DEMANDS, NEW PRESSURES

Today's consumers expect access to content whenever and however they want: in print, on the web, on smartphones and on tablets. Media and publishing companies are under extreme pressure to meet this demand cost-effectively. Faced with diminishing revenues from traditional advertising and subscriptions, publishers know that they can't afford to invest in money-losing mediums or properties. They must find new ways to drive revenue from emerging content channels. These pressures are reshaping the organizational structures of media and publishing firms.

MAKING THE RIGHT DECISIONS

But the pace of change in the industry can make it hard to make well-informed decisions. How do you quickly see

[Watch the SheKnows Media customer story online](#)

“NetSuite’s scalable system with real-time data access has empowered our financial reporting and business planning. Our finance team and executives are better equipped to make strategic business decisions, which has really stimulated our growth.”

[SheKnows Media](#)

how your ebook sales are doing against print sales, for example? In this environment, how can media and publishing companies get the data they need to make the decisions that could mean the difference between profit and loss, survival or extinction? How are they going to become nimble enough to adapt quickly to market realities?

THE NEXT GENERATION

NetSuite provides leading organizations with a comprehensive and integrated suite of cloud-based applications, designed to improve operations. NetSuite enables media and publishing companies to manage all customers—subscribers and advertisers alike—in a unified suite that combines sales with back-office financial, accounting and order management. Businesses running on NetSuite gain value from the suite of applications through role-based functionality and real-time business intelligence. The consoles provide users with the ability to monitor, track and analyze trends, issues and opportunities that drive better decision-making any time and anywhere.

White Paper: The Great Debate: One Integrated System vs. Multiple Applications

BENEFITS

Optimize and transform operations with NetSuite to improve efficiency and build better client relationships.

FOR MEDIA AND PUBLISHING COMPANIES:

STREAMLINE OPERATIONS

Take advantage of one unified solution that integrates sales with back-office accounting, financial and order management processes to more effectively manage all subscribers and advertisers. Execute sales campaigns within the system and readily measure results.

ACCELERATE SALES AND CUSTOMER SERVICE PRODUCTIVITY

Easily manage both sides of selling. Accelerate the sale of insertion orders to advertisers and compress lead-to-cash timelines. Grow your subscriber base by selling subscriptions to readers and using advanced renewal management capabilities to obtain single views of every customer to provide improved customer service.

TRACK ADVERTISING PERFORMANCE

Achieve full visibility and track advertisement performance from the time an insertion order is received through fulfillment and verification.

White Paper: A Buyer's Guide to Business Management Software for Media and Publishing Companies

Webinar: Agency 360 Transparency and Efficiency with NetSuite

FEATURES

NetSuite for media and publishing companies provides the ability to manage all customers—subscribers and advertisers alike—in a unified suite that combines sales with back-office financial, accounting and order management.

NETSUITE FOR MEDIA AND PUBLISHING COMPANIES

Traditionally, media and publishing firms have struggled to juggle different software applications and spreadsheets to manage their businesses. Not only does this waste resources, it takes the focus off of the executive planning and decision-making necessary to increase growth and profits.

With NetSuite for media and publishing companies, media providers can use one industry-specific and customizable application to streamline and automate end-to-end customer relationship management (CRM) and financial business processes. They can access accurate information in a more timely manner to gain key insights, take advantage of new opportunities and improve the bottom line.

CRM

Execute sales campaigns with the system and easily measure the results. Manage your subscribing

[Data Sheet: NetSuite for Media Companies](#)

[Live Demo: NetSuite for Digital Publishers](#)

customers and better control your billing cycle—from advertising prospects through ad invoicing to upselling and retaining advertisers for the future. Track advertisements from insertion order through fulfillment and verification, then automatically generate invoices per customized billing schedules.

FINANCIALS

Securely and accurately manage all financials, including general ledger, accounts receivable and accounts payable. Take advantage of standard customizable reports. Multi-currency management features also benefit global media and publishing companies with international, complex multi-media financial management requirements.

“Implementing NetSuite allows us to quickly expand and grow our business. Consolidating all our global accounting systems with NetSuite has enabled our finance department to spend less time on reporting and be more effective and efficient. As NetSuite is cloud-based, our entire team can access and analyze a single version of the truth quickly anywhere and at any time”

Patrick Knight Head of Finance, DWA

CUSTOMER SUCCESSES

Click below to find out why many of today's leading media and publishing companies use NetSuite, making it the world's #1 cloud ERP.

  

  

  

  

  

Customer Spotlight: Forthea Interactive Marketing

Press Release: Bankrate Overhauls Multiple On-premise Systems with NetSuite OneWorld

RESOURCES/CONTACTS

Contact us or explore these resources to find out more about NetSuite solutions.

NETSUITE DATA SHEETS

NETSUITE ERP

Seeking to run all your key back-office operations and financial business processes in the cloud—including accounting, inventory, and supply chain and order management?

NETSUITE CRM

Seeking customer lifecycle management, from marketing and opportunity management, to order management, customer upsell, cross-sell, renewal and customer service?

NETSUITE WHITE PAPERS

[Buyer's Guide to Business Management Software for Media and Publishing Companies](#)

[The Great Debate: One Integrated System vs. Multiple Applications](#)

NETSUITE PARTNERS

NetSuite is supported by a thriving ecosystem of partners who provide innovative third-party solutions tested and developed specifically to work with NetSuite. [Learn more.](#)

NEXT STEPS

Contact Us: +1 650 627 1000
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Webinar: Agency 360 Transparency and Efficiency with NetSuite

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