



Case Study

# DWA MEDIA SUPPORTS GLOBAL GROWTH WITH NETSUITE

Advertising agency DWA Media provides marketing services to some of the world's leading technology companies. But as the business started to scale rapidly, it became clear that its disparate software systems couldn't support its global growth.

DWA Media previously used six instances of Sage 50 and QuickBooks, which significantly limited its visibility into its customers and financials, preventing the business from working as one international business.

But with NetSuite, DWA Media's decision-makers have the real-time data they need at their fingertips, allowing transparency across the whole business and improving the service DWA Media delivers to its clients.

"The big gain is we're improving overall company results with NetSuite because we can take a more strategic approach to the business, instead of just data capture and processing."

DWA MEDIA

**7**  
**subsidiaries**

**7**  
**countries**

**Monthly consolidation and reporting reduced from 14 to 8 days**

**Error rates reduced by 50%**

**Revenue up by 36%**

**ORACLE® + NETSUITE**

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