



Case Study

# HOW NETSUITE SUPPORTS TUBEMOGUL'S INTERNATIONAL EXPANSION

When you run an agency, it's easy to rely on a range of disparate systems to manage processes, from financials to workflows.

This was an issue faced by TubeMogul, an enterprise software company that helps advertisers gain greater control over spend.

Using applications such as QuickBooks and Excel meant TubeMogul lacked the capacity to manage operations and strategy on an international basis, while additional expense on infrastructure and resources was not an option.

The company turned to NetSuite, an integrated cloud solution which could be customised to suit TubeMogul's unique business needs, helping to streamline its operations to improve profitability.

With NetSuite, TubeMogul can now manage a global database at scale (including multicurrency transactions and real-time reporting) and add new subsidiaries quickly as business demands.

"Our move to NetSuite is really about scaling the business. We have much more visibility and accuracy compared to what we were doing before with the real-time accounting capabilities in NetSuite."

SCOTT CROSS - VP OF FINANCE AT TUBEMOGUL



Handling new clients in  
**50**  
Countries

Managing five  
global  
subsidiaries

Conducting multicurrency transactions  
six times faster

Global financial  
consolidation  
time halved

Complex accounting  
and billing processes  
simplified