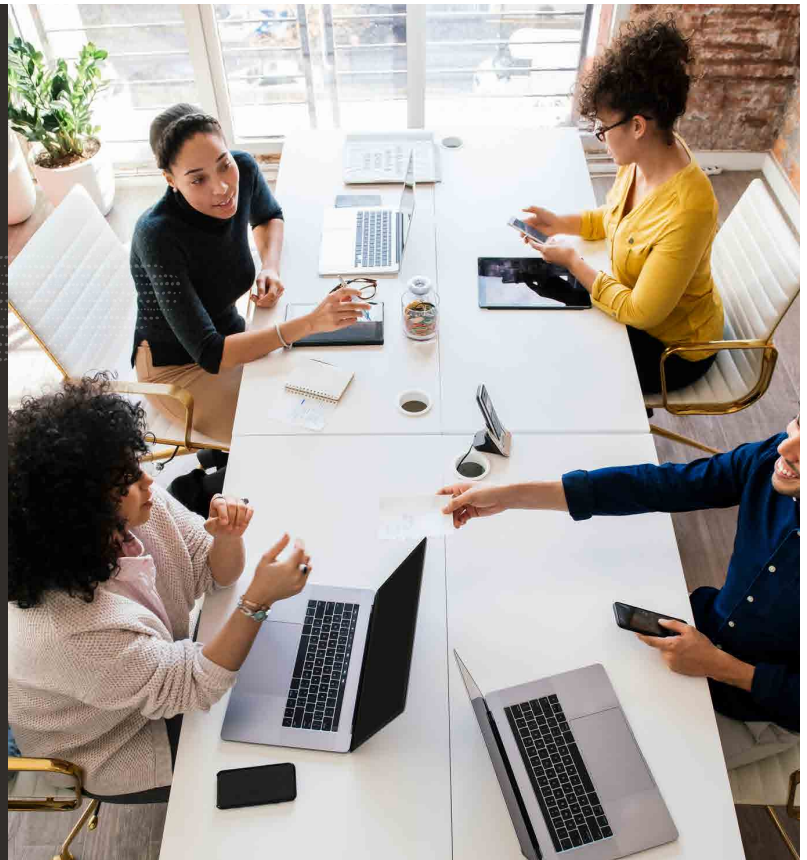




Appficiency and the  
NVE Experience Agency

## Growing Creative Agency Gains Global Operational Visibility With NetSuite



*In need of an enterprise platform that could meet its unique project-based needs, NVE enlists NetSuite Partner Appficiency to implement the cloud ERP and build out customizations in record time.*

As a brand experience agency, the NVE Experience Agency produces integrated marketing campaigns, original branded content (i.e. websites, mobile apps, etc.), strategic communications and custom virtual experiences for a broad range of clients.

Founded in 2005 and based in Los Angeles, the company produces around 250 live events annually around the globe. With four brands under its corporate umbrella—NVE, Treehouse, Cognition and The Future Party—the 100-employee agency averages just over \$50 million in annual revenues.

“We started to realize that QuickBooks wasn’t giving us the access to real-time data that we needed. We were struggling to get real-time data from the teams in the field and extract actionable insights from that information.”

Kyle Ruebsamen, EVP of Operations, NVE



## QuickBooks Wasn't Enough Anymore

Like many companies, NVE's need for a unified cloud ERP emerged when it realized that QuickBooks wasn't enough to handle its growing business. "At the time, we were a much smaller shop that was producing far fewer events," said Kyle Ruebsamen, EVP of Operations for all of NVE's brands.

Because NVE's individual producers manage the finances for their projects, not having a consolidated view of that financial data and operational performance was becoming a major issue for the company as it expanded.

## Operating on Outdated Financial Data

After trying out an advertising-specific ERP for a year and realizing that it needed more customizations than the platform offered, NVE began vetting other options. The second time around the ERP selection track, it sought out a solution that could manage its specific operational requirements for producing live events and the related audit trails for clients.

"We needed a solution that would allow us to customize it to work the way that we wanted it to," said Ruebsamen, whose team was also experiencing a fairly severe lag in financial reporting—a problem that kept NVE from making strategic decisions. "We were operating on outdated financial data."

Upon exploring its options, NVE selected NetSuite based on the software vendor's commitment to "pushing the software suite forward," said Ruebsamen. "We all know how quickly technology advances, and it was evident that NetSuite was in a class of its own in terms of continuing to iterate on the software and keeping up with technology."

At the time, NVE was operating from a single office in Los Angeles but looking to scale up internationally. A unified cloud ERP like NetSuite would help support this with its native multi-subsidiary, multi-country and multi-currency functionalities. The platform also helps NVE, which has since opened a London office, manage international tax compliance and the wide array of projects that it handles on an annual basis.

"We're a services agency, so our entire business model is project-based. We needed a solution that had a deep granularity of project reporting," said Ruebsamen. For instance, producers had to be able to capture time and expenses for specific projects and then run comprehensive reporting on burn rates, overall profitability, project profitability and other metrics. "The project module within NetSuite wound up being a great solution for handling that," he added.

“We got NetSuite dialed in the way we wanted it within an incredibly aggressive timeline. It was pretty remarkable.” **Kyle Ruebsamen, EVP of Operations, NVE**

### A Strong Implementation Partner

Working with NetSuite Partner Appficiency, Inc., NVE integrated its Box.com secure file sharing app with NetSuite. This allows the company to maintain files associated with certain projects right in its ERP. “NetSuite lets us leverage other pieces of software to optimize our operations,” said Ruebsamen. “That was key for us.”

From the first call that NVE had with Appficiency, Ruebsamen said their interest in the agency’s success was palpable and genuine. “That really resonated with us and continued through the entire implementation,” he added. Appficiency also helped to quell some of the dread that the NVE team was feeling about moving to yet another ERP within such a short timeframe.

The agency was also working on a tight target implementation timeframe. “Of everyone that we spoke with, Appficiency was the one that was willing to take that journey with us and really push hard to meet our deadlines,” said Ruebsamen. “We wrapped up our implementation process in just around four months, while every other partner was quoting us at least one year.”

It was also evident that Appficiency understood the services sector and the agency’s specific needs, and knew how to build out custom scripting to meet those needs.

### Constantly Evolving

Pleased with the results of its NetSuite implementation, NVE now has a unified, cloud-based software platform to run its multifaceted, global operations. “We’re constantly evolving,” said Ruebsamen, who tells other creative agencies to avoid taking a one-and-done approach to ERP implementation.

“Continue to evolve your ERP and tailor it to get it exactly where it needs to be,” he added. “That’s truthfully what we’ve done. Any time we encounter something that we wish we would have done differently, we make the effort to change it and get it to where it needs to be.”



#### Company Snapshot

**Company:** NVE

**Location:** Los Angeles, Calif.

**Industry:** Advertising, Media and Publishing



**Partner name:** Appficiency

**Location:** Mississauga, Ontario

