

CASE STUDY

BUILDING THE FUTURE OF HOUSING - THE SAMARA STORY

COMPANY OVERVIEW

Client: Samara

Industry: Prefabricated Housing (ADUs)

Head Office: United States

Two circular inset images are positioned in the top right corner. The upper circle shows a digital cloud interface with various icons like a mail envelope, a bar chart, a globe, and a play button. The lower circle shows a person's hands typing on a laptop keyboard on a wooden desk.

Samara

THE CHALLENGE

Originally launched as an innovation project inside Airbnb in 2016, Samara quickly emerged as a leader in the growing market for high-quality, prefabricated Accessory Dwelling Units (ADUs), or backyard homes. Their designs address the rising need for flexible urban housing solutions. As demand surged, Samara's business complexity expanded beyond what basic accounting software like QuickBooks could efficiently handle.

THE SOLUTION

To support continued growth and manage increasingly complex operations—especially inventory, project costing, and financial reporting—Samara could transition to NetSuite, a cloud ERP solution designed for manufacturers and construction-related businesses. NetSuite would provide real-time operational visibility, better financial control, and scalability for Samara's future expansion.

PARTNERING WITH CEBA

To ensure a smooth ERP implementation, Samara could work with CEBA Solutions, a specialist in NetSuite deployment. CEBA would help design a solution that fits Samara's unique workflows, manage the transition from QuickBooks, integrate with existing systems like CRM and design software, train employees, and provide ongoing technical support.

RESULTS & BENEFITS

Migrating to NetSuite would allow Samara to automate critical business processes, increase operational visibility, drive smarter decision-making, and build a platform capable of scaling with their ambition to reshape modern living.

KEY FEATURES & MODULES IMPLEMENTED



Advanced Inventory Management

Track steel frames, insulation, finishes, and appliances across multiple ADU projects



Project Costing

Treat each ADU as its own project, tracking materials, labor, permits, and transportation for true profitability insights



Real-Time Reporting

Gain deep insights into production costs, sales trends, and demand forecasting



Seamless Integration

Connect NetSuite with design tools and customer management systems



Scalability

Support high-volume transactions and future expansion into new markets

CONCLUSION

For fast-growing innovators like Samara, moving beyond QuickBooks to a full ERP system like NetSuite isn't just a software upgrade, it's a strategic investment in long-term success. With CEBA Solutions' guidance, Samara could build the operational foundation needed to lead the next era of housing innovation.