



CASE STUDY

DELETEME'S STRATEGIC SHIFT TO NETSUITE WITH CEBA SOLUTIONS



COMPANY OVERVIEW

Client: DeleteMe (deleteme.com)

Industry: Online Privacy & Data Protection

Headquarters: Somerville, Massachusetts



THE CHALLENGE

DeleteMe, a fast-growing online privacy service, faced growing pains with their legacy business systems. Operating on a subscription-based model, they encountered difficulties managing recurring billing, tracking renewals, and recognizing revenue accurately—especially as their customer base expanded.

Their systems also lacked the flexibility to handle complex data integrations with third-party brokers and online sources. Maintaining accurate, compliant, and scalable operations became increasingly difficult. Additionally, their infrastructure struggled to support a hybrid client base of both consumers and businesses, while meeting the strict demands of data protection regulations.

Financial reporting was another pain point. Without real-time visibility into revenue and performance, decision-making became delayed and data-driven strategies were hard to execute.

THE SOLUTION

To address these challenges, DeleteMe adopted NetSuite, a scalable, cloud-based ERP platform. For implementation, they partnered with CEBA Solutions, experts in helping SaaS companies modernize their operations.

CEBA Solutions provided industry-specific insight and ensured a smooth transition by aligning the system to DeleteMe's workflows. Their approach emphasized customization, seamless integration, and robust change management.

IMPLEMENTATION HIGHLIGHTS

CEBA Solutions played a hands-on role throughout the project, from system design to training and long-term support. Their deep knowledge of SaaS challenges allowed them to configure NetSuite's core modules to fit DeleteMe's needs, including financial management, CRM, subscription management, data integration, and analytics.

KEY BENEFITS DELIVERED

By implementing NetSuite with CEBA Solutions, DeleteMe realized improvements across key business functions:



Streamlined subscription billing and revenue recognition



Integrated data flows from external sources and platforms



Strengthened data security and compliance tracking



Scalable infrastructure to support business and consumer clients



Real-time visibility into financial performance

CONCLUSION

DeleteMe's move to NetSuite, with CEBA Solutions as their trusted partner, has transformed how they manage operations, support clients, and scale with confidence. With a future-ready infrastructure now in place, DeleteMe is well-positioned for continued growth in the evolving privacy landscape.