



tvarana 

# SUCCESS STORY: IQUANTI

Optimizing NetSuite for  
Sustainable Growth

# IQUANTI

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iQuanti Inc. is a digital marketing services agency, founded in 2008 and headquartered in Jersey City, New Jersey. With a team of 350+ employees across the US and India, iQuanti delivers data-driven marketing strategies, SEO, paid advertising, and analytics solutions for enterprise clients.

Operating on a subscription-based business model, iQuanti serves a primarily US-based customer base, with additional operations in Canada, UK, Singapore, and Mexico. Most delivery operations are run by their India team, while client-facing roles are based in the US.

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# THE CHALLENGE

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After going live with NetSuite in June 2024 to consolidate global operations, iQuanti wanted to ensure their setup was optimized for performance, scalability, and compliance.

Key challenges included:

1. **Underutilized Features:** Advanced modules were available but not configured.
2. **Manual Workarounds:** Repetitive manual steps in procurement, reporting, and order-to-cash processes.
3. **Role and Permission Risks:** Overly broad access permissions and no role-based dashboards.
4. **Integration Gaps:** Third-party tools like CRM and HR software were not fully connected to NetSuite.

# THE SOLUTION

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Tvarana's NetSuite Assessment reviewed iQuanti's configuration, processes, integrations, and security. Recommendations included:

- **Role Restructuring and Access Controls:** Introduced custom roles with least-privilege permissions and assigned role-based centers for efficiency.
- **Dashboard Standardization:** Created role-specific dashboards with KPIs, saved searches, and shortcuts.
- **Module Activation:** Enabled underutilized modules like Job Costing and Resource Management for better project tracking.
- **Integration Planning:** Outlined a roadmap to connect CRM, HR, and banking platforms via native tools or APIs.
- **Compliance Enhancements:** Suggested configurations and workflows to strengthen audit readiness and statutory reporting.



# THE IMPACT

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- **Efficiency Gains:** Reduced manual effort in finance and procurement processes.
- **Data Accuracy:** Improved reporting reliability and audit readiness.
- **Faster Decisions:** Real-time dashboards and reports for leadership.
- **Scalable Operations:** System ready to support additional entities and higher transaction volumes.



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