

The Many

Achieving Global Financial Consolidation and Streamlining Accounting Workflows



the many

Employees: 70+

Industry: Advertising & Creative Agency

Head Office: Los Angeles, CA

Website: www.themany.com

The Client

The Many, formerly known as Mistress Creative, is a marketing and advertising company that was born out of the 2008 financial crisis. The company initially focused on delivering fast and effective advertising solutions to help businesses recover. Since its inception, it has evolved and grown, now employing 70 full-time staff across various departments including Creative, Media, Strategy, Production, Brand, Finance, Business Development, and Operations.

The Challenge

The Many relied on an outdated accounting solution, which proved to be inefficient and lacked the user-friendly features found in modern software. The system was not only time-consuming but also lacked integration capabilities with their other software packages. The Many was in dire need of a modern, flexible, and future-proof platform on which they could grow.

Partnering with CEBA Solutions

The Many discovered NetSuite as a potential replacement through a colleague who recommended both NetSuite and CEBA Solutions as the implementation team. NetSuite was chosen for its robust features and the ability to integrate with other software, such as Expensify for expense reimbursement and Bill.com for bill management.

CEBA Solutions was chosen for their knowledge and honesty. The team was praised for their understanding of business processes and their ability to align the software to The Many's unique needs.

NetSuite Implemented On Time and On Budget

The implementation of NetSuite was a smooth process, run on time and on budget. The Many appreciated the honesty and advice provided by CEBA Solutions, which was based on their needs rather than upselling.



Lucy Campos
Group Director,
Finance & Business
Affairs
The Many

The team at CEBA Solutions are very knowledgeable about the unique needs of agencies. They really understand the businesses processes and have aligned our solution to enable us to follow industry leading practices across our different divisions.



Key Features and Modules Spotlight



Accounts Payable

The implementation of NetSuite has revolutionized The Many's accounts payable process. Previously, the company had to navigate a cumbersome five-step process just to enter a bill. With NetSuite, this process has been streamlined significantly, allowing users to quickly enter and exit the system, saving valuable time and resources.

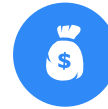
NetSuite has also enhanced the accuracy of The Many's payable processes. In the past, if a payable was accidentally entered to the wrong company, the old software would issue a small error message but still allow the transaction to proceed. NetSuite, on the other hand, prevents such errors from occurring in the first place, ensuring that transactions are always associated with the correct company.



Subsidiary Management

With the introduction of NetSuite OneWorld, The Many has been able to streamline its subsidiary management. Previously, the company had to manage multiple files and could only run a report from one subsidiary at a time, which was both time-consuming and confusing.

NetSuite OneWorld has allowed The Many to consolidate their subsidiary management into one platform. The company can now easily conduct intercompany trading and manage multi-currency transactions with live foreign exchange rates.

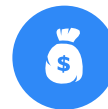


General Ledger & Reporting

The Many was searching for a more efficient and flexible way to handle their general ledger and reporting, and NetSuite came through. The company is now able to generate reports using different criteria such as department, class, and project. This was not possible with their previous software.

In addition, the number of general ledger items has been significantly reduced from over 100 to around 60. This streamlining has simplified the company's accounting process and made it easier to manage their finances.

Having the ability to segment their reports in any way they choose has provided them with deeper insights into their data.



Drill Down Reporting

NetSuite's drill down reporting capabilities has positively impacted The Many's financial management processes by providing users with unparalleled visibility into their financial data. With the drill down capabilities, users can easily navigate through layers of data to view detailed information on specific transactions, accounts, and other financial metrics. This allows finance teams to quickly identify trends, pinpoint areas of concern, and make informed decisions based on real-time data.



Expanding the Use of NetSuite at The Many

The Many is keen to harness the full potential of NetSuite to further streamline their operations and enhance productivity. The company has identified several areas where they can extend the use of NetSuite, with a focus on timesheet management, resource management, and project management.

Timesheet Management

Currently, The Many uses a separate system for timesheet management. However, they are exploring the possibility of incorporating this function into NetSuite. This move would centralize their operations and provide a more integrated view of their resources. It would also allow for more efficient tracking of employee time, which is crucial for a company in the marketing and advertising industry where accurate tracking of time spent on projects directly impacts profitability.

Resource Management

Linking timesheet management to resource management is another area The Many is considering. This integration would provide a holistic view of resource allocation and utilization, enabling the company to optimise its workforce and manage its projects more effectively. It would also facilitate better planning and forecasting, as they would have a clearer understanding of their resource availability and capacity.

The Many's Client Success



The Many's journey is a shining example of their inventive spirit, relentless effort, and commitment to delivering superior services to their clientele. As they persistently garner accolades for their remarkable work, including five recent nominations at the AICP Show, Post and Next Awards, they are concurrently laying the groundwork for strategic expansion amidst a demanding economic climate.

This echoes the resilience they demonstrated at their inception during a financial crisis. The implementation of NetSuite has been instrumental in this process, equipping them with the tools to navigate and thrive in challenging economic times.