

Zageno Case Study

A Business Transformation Journey with NetSuite and CEBA Solutions

ZAGENNO

Employees: 150+

Industry: eCommerce Marketplace

Head Office: Boston, MA

Website: zageno.com

Locations: Boston, USA
Berlin, Germany

The Client

Zageno, a digital life sciences marketplace, has been at the forefront of the scientific community since 2015. The company has been providing a platform for scientists to compare and purchase a wide range of lab essentials, akin to an Amazon-like marketplace. With operations in Boston, USA, and Berlin, Germany, Zageno has been serving a host of notable customers, including Glaxo Smith Kline, Roche, Alexion, and Moderna.

The Need for Change

As Zageno's growth trajectory continued to rise, so did the demand for robust and accurate financial information. The company's legacy system, Xero, was unable to keep pace with the scaling needs of the business. This led to challenges in departmental and cost level reporting, multicurrency transactions management, and period controls, necessitating a change.

Inadequate Reporting Capabilities

One of the primary challenges Zageno faced was the lack of comprehensive reporting capabilities in Xero. The company had to resort to using Excel spreadsheets for departmental and cost-level reporting. This approach was not only time-consuming but also prone to errors, making the consolidation of financial data a challenging task.

Multicurrency Transaction Management

As an international company with operations in both the USA and Germany, Zageno had to manage transactions in multiple currencies. Xero's multicurrency management capabilities were not sufficient to handle the complexity and volume of these transactions, leading to inaccuracies and inefficiencies.

Lack of Period Controls

Another significant challenge was the lack of period controls in Xero. This limitation made it difficult for Zageno to close financial periods accurately and in a timely manner, leading to delays and further potential inaccuracies in financial reporting.

Implementing NetSuite and Partnering with CEBA Solutions

After a comprehensive review of various options, including Sage and Microsoft GP, Zageno identified NetSuite as the better solution to its challenges. NetSuite's capabilities in enhanced accounting controls, in-depth reporting, and seamless multi-currency management made it the optimal choice for Zageno.

Zageno also chose CEBA Solutions as their implementation partner, a decision influenced by their CTO's previous experience with the firm. CEBA Solutions' flexibility and understanding of Zageno's unique business needs were instrumental in guiding Zageno to a solution that offered room for future improvements and evolution.

The Impact of NetSuite on Zageno's Financial Controls ▼

As a comprehensive cloud-based solution, NetSuite offered a range of advanced features that addressed the challenges Zageno had been facing with their previous system, Xero.



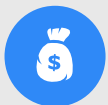
Accounts Payable

NetSuite's automation capabilities had a significant impact on Zageno's accounts payable processes. The system enabled quicker processing of payment runs, reducing the manual workload and saving time. This led to a more efficient accounts payable process.



Accounts Receivable

On the receivables side, NetSuite's automated customer statement feature improved collections by 10 to 15 percent with minimal manual intervention. This not only improved the efficiency of the accounts receivable process but also positively impacted Zageno's cash flow.



General Ledger and Reporting

NetSuite's advanced capabilities also transformed Zageno's general ledger and reporting processes. The system allowed for the consolidation of Zageno's separate charts of accounts for the UK, USA, and Germany. This led to streamlined financial reporting and quicker reconciliation times, enhancing the general ledger and reporting processes.



Subsidiary and Cashflow Management

NetSuite also enhanced the visibility of Zageno's working capital. The system's comprehensive financial reporting capabilities provided real-time insights into the company's cash position, enabling more effective cash flow management. This increased visibility was crucial in helping Zageno manage their finances more effectively and make informed business decisions as they navigated fast growth.



Improved Financial Controls

The implementation of NetSuite had a profound impact on Zageno's financial controls. The system's robust features and capabilities addressed the challenges Zageno had been facing with their previous system, Xero. From streamlining accounts payable and receivable to enhancing general ledger and reporting, NetSuite transformed the way Zageno managed their financial operations. The system's robust capabilities not only addressed the immediate needs of the company but also provided a scalable solution that could support Zageno's future growth.



Scott Garner
Corporate Controller
Zageno

"I've worked with ERP consultants in previous roles, and in my experience, they are usually inflexible and blunt instruments. CEBA really took the time to understand our problems, come up with multiple solutions to challenges and help us work out which solution was best for our business."



Business Outcomes: Gearing Up for Growth



The transition to NetSuite marked a significant turning point for Zageno. With the new system in place, the company was able to streamline its operations, improve its financial controls, and gear up for future growth.

One of the most immediate outcomes was the reduction in administrative tasks. The automation capabilities of NetSuite reduced the manual workload, freeing up valuable time for the team to focus on more strategic tasks. This led to a more efficient use of resources and a significant reduction in the margin for error in financial reporting.

The improved visibility into financial data was another key outcome. With NetSuite, Zageno gained access to more accurate and reliable data, empowering them to make data-driven accounting decisions. This increased visibility extended to all areas of the business, from cash flow management to budgeting, providing the company with the insights needed to drive growth and profitability.

Future Outlook



As Zageno continues to grow, they can leverage the capabilities of NetSuite to manage increased transaction volumes, expand into new markets, and handle more complex financial operations.

Looking ahead, Zageno is well-positioned to leverage the full potential of NetSuite. The company plans to continue working with CEBA Solutions to enhance their NetSuite usage and improve their business operations. By doing so, they aim to become a more sophisticated and data-driven organisation, focused not just on top-line revenue, but also on operational efficiency and financial stability.