**NETSUITE**
ONE SYSTEM. NO LIMITS.

# TimeZoneOne
**www.timezoneone.com**

## At A Glance:

- **Company:** TimeZoneOne

- **Location:** Christchurch,
  New Zealand

- **Industry:** Advertising / Marketing

- **Year Founded:** 1994

- **Employees:** 12

- **Situation:** Global advertising
  agency needed technology that
  could help manage growth

- **Software that works:** NetSuite

- **Results:** Corporate employees
  receive real-time customer in
  formation, resulting in 20 percent
  higher profit margins

**TIMEZONEONE**

*"NetSuite is all about growing your customer base profitably."*

*— Andrew Carruthers, Finance Director*

*TimeZoneOne*

### The Results: A Worldly Agency

Global advertising agency TimeZoneOne increased its margins by 20 percent, simply by switching to NetSuite. The company also plans to leverage NetSuite CRM to grow its business. "NetSuite is all about growing your customer base profitably," says Andrew Carruthers, finance director at TimeZoneOne.

With NetSuite, TimeZoneOne spent less than a tenth of the price of a client-server solution. The Web-based solution also keeps the company's disparate offices in New Zealand, Chicago, London and others on the same page. "There's flexibility in the product to fit the needs of an international business," Carruthers says.

### The Situation: Flying Blind

TimeZoneOne creates corporate identities, annual reports, marketing videos and other promotional media for companies in many parts of the world. The founders have a passion for effective communications but were somewhat new to the nuances of business. "At first, we thought that any growth is good growth," says Carruthers.

Operations were being handled by low-end, client-server software such as MYOB for accounting and Filemaker Pro for the database. These technologies caused problems. For starters, TimeZoneOne employees encountered connectivity drops and lack of real-time customer or project information. Lackluster internal communications led to faulty employee time tracking and occasional erroneous customer billing.

Meanwhile, TimeZoneOne's list of international clients was growing — but not necessarily profits. The company didn't know why. "We didn't want to be flying blind because it could be financially crippling," says Carruthers, adding, "so we tried to analyze our customer profitability but ended up guessing." Along with growth, TimeZoneOne also needed to add functionality to Filemaker Pro, a custom-built database, which required significant software-development resources.

TimeZoneOne decided to change systems. Above all, the company wanted a new system that would meet the needs of a growing, international company. Carruthers looked at

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*TimeZoneOne*

client-server solutions — and wasn't impressed with any of them. "Other systems had much less functionality," he says. "I was concerned that we would quickly outgrow them."

### The Solution: Saw an ad for NetSuite

While visiting the United States, Carruthers saw an advertisement for NetSuite. He looked into the technology and delivery model. A Web-based system would solve the previous system's information lag time, as well as be more affordable than a client-server solution. TimeZoneOne chose NetSuite and, shortly after, was up-and-running.

Today, TimeZoneOne's team around the world uses NetSuite to get the latest customer information and to record time spent on certain projects. This information is automatically fed into NetSuite's back-end accounting system, which, in turn, produces accurate invoices. "It's been excellent having the information in one place, and people everywhere able to access it," Carruthers says. "We also fixed the billing slippage."

Best of all, NetSuite uncovered key customer trends. For instance, Carruthers found that certain customers were actually costing the company, whereas other customers were very profitable yet underserved. TimeZoneOne distributed these findings throughout the company — and margins spiked.

"With NetSuite, we were able to change the focus of our team," says Carruthers. "It gives us the ability to solve any business problem, and helps us drive the behavior of our organization."