

A Website Building & Hosting Company

A leading website building and hosting platform, had rapidly scaled its global operations. The company's legacy financial systems were struggling to keep pace with growth and evolving compliance needs. Integration gaps with business-critical systems created inefficiencies and reliance on manual interventions.

AT A GLANCE

Challenges

- Scaling global operations with legacy systems
- Inefficiencies due to integration gaps
- High reliance on manual interventions and operational risk
- Lack of real-time reporting and multi-entity consolidation

Implementation Highlights

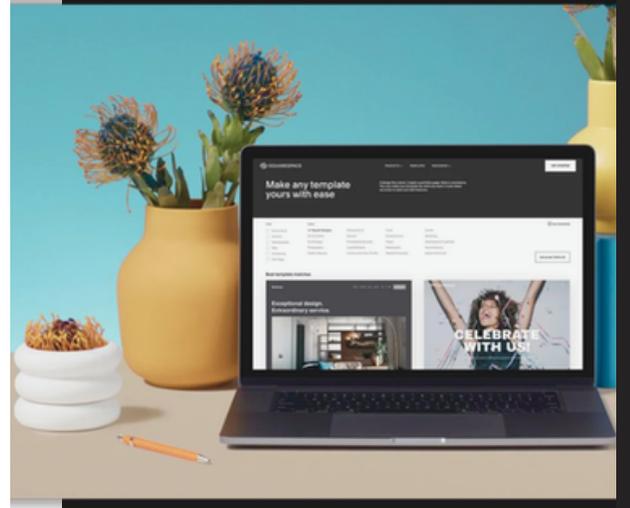
- Consolidated global financial operations onto a single platform
- Automated workflows to reduce manual dependencies
- Introduced audit-ready controls and standardized compliance
- Delivered seamless integrations with CRM, billing, and banking



Gray Acumen's team seamlessly executed our transition to NetSuite, centralizing our global financial operations onto a single, unified platform. Their technical expertise in integrating NetSuite with our critical CRM, billing, and banking systems was instrumental in reducing manual interventions by 35%. We are particularly impressed by their commitment to our success, providing six months of dedicated hyper-care and change management that ensured smooth adoption across our global teams.

Sr. Manager, IT

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OBJECTIVES

To modernize global financial operations, client needed a platform to streamline processes, improve reporting accuracy, and ensure audit readiness across multiple entities.

SOLUTIONS

- Implemented NetSuite Financials to centralize and streamline global operations.
- Automated key processes including General Ledger (GL), Accounts Payable (AP), Accounts Receivable (AR), Fixed Assets, and Multi-Book Accounting.
- Built integrations with CRM, billing, and banking systems to eliminate data silos.
- Enabled real-time visibility and accurate multi-entity consolidation.
- Provided six months of hyper-care, including structured change management and user training.

BENEFITS

- Unified Global Platform:** Consolidated all financial operations onto one single source of truth.
- Faster Financial Close:** Reduced month-end close cycle by approximately 40% through automation.
- Reduced Manual Effort:** Decreased manual interventions by around 35% through seamless system integrations.
- Audit Readiness:** Improved compliance with automated controls and standardized processes.
- Real-time Visibility:** Achieved instant financial insights across the global organization.
- Smooth Adoption:** Ensured high user proficiency through intensive post-go-live support.