



TMV ADVERTISING DMCC: HOW AARIALIFE HELPED THEM OVERCOME MEDIA-SPECIFIC CHALLENGES WITH NETSUITE IMPLEMENTATION

CUSTOMER AT A GLANCE

TMV Advertising DMCC is a leading media representative in the Middle East, catering to media owners from around the world to represent their commercial interests to the highest level. However, TMV faced significant challenges using a custom solution that was not integrated with finance, leading to cash flow issues due to the absence of revenue recognition tracking. To overcome these challenges, TMV partnered with Aarialife, a NetSuite implementation partner, to implement a customized NetSuite solution.

RESULT

In conclusion, Aarialife's expertise in NetSuite implementation helped TMV Advertising DMCC overcome their media-specific challenges. The customized solution implemented by Aarialife provided real-time visibility on quotations and follow-ups, streamlined TMV's sales process, and improved their financial tracking. With ongoing support and maintenance, TMV is now better equipped to represent media owners from around the world and provide them with unparalleled exposure to clients and their agencies within the region.

WHY AARIALIFE?

TMV chose Aarialife as their NetSuite partner because of their experience in implementing NetSuite for multiple customers. Additionally, Aarialife's team of experts understood TMV's business needs and provided customized solutions that catered to their specific challenges. The team also provided ongoing support and maintenance, ensuring that the solution was always up-to-date and meeting TMV's needs.

BUSINESS CHALLENGES

TMV's primary challenge was using a custom solution that was media-specific but lacked integration with finance. This meant that TMV had to rely on manual processes for financial tracking, which led to cash flow issues. Additionally, TMV needed real-time visibility on quotations and follow-ups, which was not possible with their old system.

SOLUTIONS

Aarialife implemented NetSuite Financials, Project Management, Revenue Recognition, Job Costing, and NetSuite CRM for TMV. The team also developed a customized media solution on the NetSuite platform, replacing TMV's old custom solution. This new solution provided real-time visibility on quotations and follow-ups, enabling TMV to streamline their sales process. Aarialife also created a custom CRM solution that catered to TMV's media vertical needs.

BENEFITS

The customized NetSuite solution implemented by Aarialife helped TMV overcome their media-specific challenges. With the new system in place, TMV was able to replace their old custom solution and develop a solution that was tailored to their specific business needs. This new system also provided real-time visibility on quotations and follow-ups, enabling TMV to streamline their sales process. Additionally, Aarialife's custom solution around media scheduling, calendar view, Media Insertion Order, and Media Booking Order helped TMV track revenue and improve their financial processes.