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Overview

CreativeDrive, a global production services company, was proactive with automating and integrating various tools within their Oracle NetSuite ERP system; as well as eliminating many duplicated manual processes. The lack of real time data was impeding their ability to make effective business decisions. Automating their tools to eliminate manual processes and to improve decision making was a top priority.

Background

Based in New York City, CreativeDrive is a technology-based, global production services company offering bespoke content solutions at unprecedented speed and one of the largest studio networks in the world. Comprised of over 1,000 dedicated creators, makers and doers - designers, photographers, directors, engineers, developers and specialists, CreativeDrive combines technology, art and talent to offer custom, scalable solutions to clients while their proprietary platforms and built-in end-to-end technology guarantees transparency, efficiency and data learnings. The CreativeDrive network includes over 150+ studios in the U.S., Latin America, Asia and Europe. Clients include Walmart, Hilton, Hewlett Packard, The Home Depot, Estée Lauder, Kate Spade, Coach, Gatorade, Diageo and many more.



Challenges

Disconnected Systems

Starting out, CreativeDrive managed their day-to-day business and financials like most companies do with spreadsheets and manual processes. As the business grew and developed more processes while also adding new tools, scaling their financial systems became a very real issue. No central source of data was available to operate and make calculated business decisions from. *“We have a lean accounting team and need to reduce resource efforts as much as possible. Using excel based tools isn’t efficient and leaves room for error and more time reviewing”, said Brian Russo, Global Corporate Financial Controller at CreativeDrive.*

Making Decisions From Outdated Information

Everyone can agree that there is nothing automated about a spreadsheet. They are only as accurate as the last person who updated them. As CreativeDrive reviewed their financial data in ever growing amounts of spreadsheets, data became more prone to errors requiring additional resources to reconcile. When the business began to scale, this data was rapidly becoming more siloed and inaccessible to decision makers as well as the automated tools relying on it. Manual intervention was occurring too often and the lack of visibility to critical information was impacting the quality and speed of how business decisions were being made.

“[OUR] ONLY CONCERN WAS WHETHER THE CONSULTANTS CAN DELIVER THE QUALITY OF PRODUCT THEY CLAIM TO BE ABLE TO DELIVER. GDS HAS CONTINUED TO DELIVER AS PROMISED.” BRIAN RUSSO





Solution

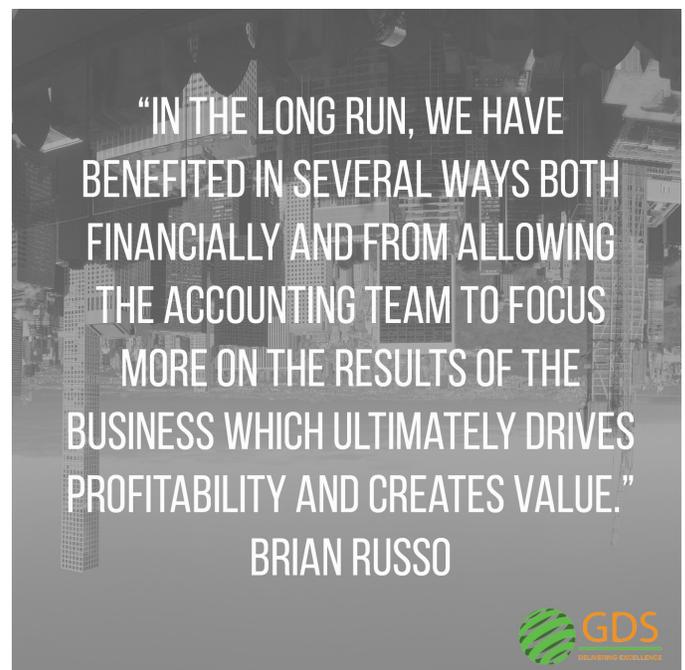
After researching several Oracle NetSuite alliance partners and ranking their responsiveness along with the ability to execute against instructions, choosing Global Data Services made sense. As a NetSuite alliance partner with over 50 years of combined experience within the ERP space, GDS was selected for its abilities to collaborate, respond, and meet the high operational standards of CreativeDrive. With previous integrators unable to deliver as promised in mind, GDS proved itself by crafting a custom integration of the Oracle NetSuite ERP platform with a freelancer tool already in use. Then, GDS integrated ADP Workmarket to support their locations in the US.

Business Impact

With disconnected applications and volumes of spreadsheets, CreativeDrive had low visibility to outdated financial data and were slowed down by manually intensive processes. Today, CreativeDrive is operating at top efficiency, fully in control of their financial close process, and have reduced their processing times by 50%.

Key Business Outcomes

CreativeDrive can now leverage fully integrated applications on top of their NetSuite ERP system as it operates from real-time connected and accessible financial data. This allows their accounting team the required visibility for making more effective decisions, improve processes that scale with growth, and to focus more on the outcomes of the business.





Case Study CreativeDrive

About GDS

Global Data Services (GDS) is a technology consulting firm based in the Saint Louis metropolitan area specializing in Oracle NetSuite, Microsoft Dynamics 365, and SAP enterprise resource planning (ERP) implementation, integration, and optimization. GDS focuses on financials, supply chain management, field service management, call center capabilities, and customer insight & analytics. Business advisory and application development services, complimentary to the NetSuite cloud ERP solutions, include real-time field service tracking, order delivery via graphical mapping software and dashboards. As well, GDS offers custom software development services.

