



Six Apart

www.sixapart.com



At A Glance:

- **Company:**

Six Apart is a worldwide leader in personal and professional blogging solutions

- **Location:** San Francisco, Paris, Tokyo

- **Industry:** Computer Software, Electronic commerce

- **Challenges:**

- Fast-growing company with international operations needed visibility across geographies and currencies.
- Customer subscription model causing headaches in revenue recognition and compliance.
- No easy way to consolidate global data for in-depth analysis.

- **Software switched from:**

QuickBooks, spreadsheets

- **Other software considered:**

Microsoft Great Plains

- **Results with NetSuite OneWorld:**

- Avoided hiring one IT Administrator role at an estimated \$100K per year.
- NetSuite OneWorld has shaved days off of each monthly closing cycle — making the company much more efficient.
- Has single, consolidated view of all operations.
- NetSuite revenue recognition module providing ease of subscription accounting and full GAAP compliance.
- Finance Managers now have access to dashboards and key reports from any Web browser.

“For the small amount we pay each month, we get a global financial consolidation system that has all the power and features a company our size needs, and more.”

— *Tod Harmon, CFO*

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The Results:

Through the NetSuite OneWorld platform, Six Apart's TypePad, Movable Type, and VOX blogging businesses operate on one consolidated, Software-as-a-Service ERP system, including financials and revenue recognition, in a unified and fully compliant manner without a large accounting staff or expensive on-premise software. NetSuite's full accounting integration makes it easy for Six Apart to process thousands of transactions per week with just minimal staff, and keep their attention focused on planning and strategy rather than payment processing.

With the OneWorld solution, Six Apart was able to quickly combine its three separate instances of NetSuite into a single, unified operational and reporting platform. "Now we don't have to manually consolidate in order to report to the CEO or our board," says Tod Harmon, CFO of Six Apart. "We can directly report in any flavor or detail we want, and I can respond to ad hoc questions from anyone in the organization about revenue, customers, or geographies."

Already, the OneWorld platform has helped Six Apart avoid spending upwards of \$100,000 per year in IT administration costs. With the addition of OneWorld, the company has shaved days off of each monthly closing cycle — making the company much more efficient and giving executives insight into any detail they need, by channel, customer, product, or region. And NetSuite's robust ERP capabilities have Six Apart on the straight and narrow. "NetSuite's capabilities have kept us GAAP compliant, and that's important to us as a small company," Harmon says. "NetSuite OneWorld gives us a complete view of our entire operation — every subsidiary, product, department and region — from a consolidated standpoint."

The Challenges:

As the developers of TypePad and Movable Type, the world's leading solutions for bloggers and Web publishers, Six Apart has a complex, growing business with needs that span the globe. "Even as a small company, we have subsidiaries in Paris and Japan, and so we need to be able to invoice our customers in euros and yen," Harmon says. "QuickBooks couldn't

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help us keep our books of record in one consistent place, certainly not with multiple offices and multiple currencies.”

Most Six Apart customers pay for its products on a subscription basis, meaning the company must use proper daily revenue recognition to stay compliant. With nothing but QuickBooks and spreadsheets to work with, that was a tedious, error-prone process. Obtaining insight into the performance of specific territories and SKUs required searching through multiple data sources. Also, as the company continues to grow in size and scale, it became clear that high-level managers with oversight of multiple departments would need a way to quickly capture and synthesize the performance of several aspects of the company's operation, with complete support for multi-language data.

The Solution:

NetSuite's SaaS model gives Six Apart's executives the freedom they need to be able to do business around-the-clock, without being tied to a desk. They can all access NetSuite anytime, anywhere, and that flexibility works well given the time differences between San Francisco, Paris and Tokyo. Company executives can all log in and share the same data, and they don't need to manage a virtual private network or any other complicated IT infrastructure — they just point their browsers at NetSuite.

Revenue recognition concerns are a thing of the past, as NetSuite includes support for the exact type of software subscriptions that are the bedrock of Six Apart's business. "NetSuite's revenue recognition module was easy to deploy and manages our complex subscription schedules," Harmon says. "We don't have massive spreadsheets figuring out how to amortize thousands of contracts anymore."

With the aid of the NetSuite OneWorld platform, Six Apart can manage all of the business of an accelerating international operation with minimal employees in its accounting group. NetSuite has allowed Six Apart to scale without spending a lot of resources on administration, something Harmon says has been crucial to Six Apart's growth and bottom line. "For a small amount to pay each month, we get a global financial consolidation system that has all the power and features a company our size needs, and more."



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