



Atlassian

www.atlassian.com



At A Glance:

- **Company:** Privately held software products company that is a leading provider of collaboration and software development tools.
- **Headquarters:** Sydney, Australia with offices in key international locations.
- **Industry:** Software development
- **Challenges:**
 - Need to consolidate accounts from international subsidiaries in real-time.
 - Need to streamline and optimise accounting and reporting processes.
- **Software switched from:**
 - Originally replaced MYOB and spreadsheets.
- **Results with NetSuite:**
 - NetSuite has handled sales growth in excess of 200 per cent since it was installed in early 2006.
 - NetSuite OneWorld enables consolidation across the enterprise while improving management in multiple currencies and multiple geographical regions.
 - NetSuite's Financial Planning Module set to dramatically enhance forecasting and reporting capabilities.

“One of the biggest benefits is the reliability — NetSuite just works.”

— John Bruce-Smith, Chief Financial Officer, Atlassian

Results

An Australian success story, Atlassian was founded in 2002 by Mike Cannon-Brookes and Scott Farquhar, both fresh out of university. They wanted to build a different kind of software company — one that listens to client needs, values innovation in development and solves customer problems with brilliant simplicity.

Seven years on, Atlassian remains one of Australia's fastest-growing companies, significantly increasing revenues year on year. With 96 per cent of sales occurring outside Australia, Atlassian is a truly global operation headquartered in Sydney's CBD with operations in North America, Asia and Europe. The vast majority of sales are transacted online and the company has over 15,600 customers in 138 countries, serviced globally by 175 partners.

Atlassian first purchased NetSuite in early 2006 after identifying the need for a more robust and sophisticated accounting platform. The company was approaching USD 10 million sales per annum and had far outstripped the capacity of the existing system to support the global business and handle the rapid growth.

“We were rapidly expanding, having achieved 900 per cent growth over the previous three years, and required a financial solution that could take us to the next level,” says Atlassian's Chief Financial Officer, John Bruce-Smith.

After exploring the available options on the market, Atlassian chose NetSuite, both for its functionality, usability and its cost-effectiveness as a hosted solution.

“As a company, Atlassian believes in cloud computing and sells hosted solutions. The founders wanted to focus on the core business and not worry about managing or maintaining the accounting and CRM system. The choice of NetSuite minimised the resources we had to throw at the system and allowed us to focus on what we do best,” Bruce-Smith says.

“When it comes to NetSuite, our primary focus has always been on the financials, although we also use the CRM as a knowledge base for customer analysis. One of the biggest benefits is the reliability — NetSuite just works. No one at Atlassian has to maintain NetSuite or the server it resides on and it has allowed us to build a stable and reliable financial platform to support the company through its dramatic growth,” says Bruce-Smith.

Challenges: Enhancing the Solution

Atlassian upgraded to NetSuite OneWorld during May and June 2009, completing the installation in time to go live for the new financial year on 1 July.

 Find out more: contact NetSuite, Inc. at +61 (0)2 9464 6100 or visit www.netsuite.com.au





“No one at Atlassian maintains NetSuite ... and it has allowed us to build a stable and reliable financial platform to support the company through its dramatic growth.”

— *John Bruce-Smith*
Chief Financial Officer
Atlassian

“OneWorld was a natural extension for us. The only difference is that instead of running the financials for one company, OneWorld runs it for seven companies in multiple currencies. This was a really smooth transition and very simple to add on to. As with the original implementation, we elected to handle the install ourselves and found OneWorld very easy to implement. We only required five hours of consulting and the rest was handled by our own accounting staff.”

Bruce-Smith says OneWorld has allowed Atlassian to seamlessly consolidate financial results from seven companies around the world, significantly reducing the work involved in reporting and analysis.

“Before OneWorld, we were running NetSuite here, MYOB in the US, a local package in the Netherlands plus spreadsheets for the minor operations and the consolidation. This was labour intensive and had a high potential for error,” he says.

“By comparison, NetSuite OneWorld has made life much easier. Since we routinely conduct transactions in Australian, US and Canadian dollars, Sterling, Euros, Yen and Polish Zloty, OneWorld’s ability to automatically update exchange rates every day is enormously useful. We have since input all our US and Dutch accounts from inception to enable us to track the growth,” he adds. The US accounts for 45 per cent of Atlassian’s revenues, with 40 per cent from Europe and Australia just 4 per cent.”

Atlassian maintains a 16-user licence, which allows its sales and financial staff in Sydney, San Francisco and Amsterdam to access the system, input and analyse results, and consolidate reporting, with the system automatically making adjustments for local currency, taxation and legal compliance differences.

Solution

Atlassian has also just purchased the new NetSuite Financial Planning Module, which offers on-demand financial planning and reporting to improve financial agility, strengthen collaboration and drive better-informed, more strategic business decisions. An add-on solution developed by NetSuite partner, Adaptive Planning, the new module offers cost-effective, highly sophisticated planning and “what-if” financial modelling capabilities. Atlassian is the first Australian company to adopt the new module, which Bruce-Smith expects will save him considerable time and improve accuracy.

“The Financial Planning Module is a great tool that will significantly improve the way we work,” says Bruce-Smith. “Until now, we have been using spreadsheets for planning and forecasting and this will allow us to be far more accurate and easily incorporate actual results in multiple currencies into the forecasts across the enterprise.” As with OneWorld, Atlassian will implement this module themselves.

While Atlassian prides itself on its transparency around sales, forecasting is all about competitive advantage and the company appreciates the secure extranet that will allow it to load sensitive data onto a wiki to share only with specific people.

“It would have been good to have had the Financial Planning module earlier because the modelling capabilities would have been an enormous assistance in assessing the effect of the GFC. I’m certainly anticipating far more targeted and timely analysis using this module,” Bruce-Smith says.

 Find out more: contact NetSuite, Inc. at +61 (0)2 9464 6100 or www.netsuite.com.au