# **CUSTOMER PROFILE**



ADX strives to make the world a better place to work and live in. We believe in the power of technology to change peoples' lives. We are focused on providing a range of innovative products and services for individuals, start-up businesses, home-based businesses and small to medium business enterprises.

ADX develops and provides software that powers web and mobile platforms, cloud hosting solutions, interactive entertainment, and cutting-edge electronics through its ADX Marketing platform.

## **DEMOGRAPHICS**

- INDUSTRY | HIGH-TECH
- HEADQUARTERS | MINNEAPOLIS, MN
- **FOUNDED** | 2006
- EMPLOYEES | 70+
- EXISTING ERP | GREAT PLAINS
- OTHER SYSTEMS | CONCUR, NEXTEP, AMEX, AMERICAN NATL BANK, BRIDGEWATER BANK, AMERICAN TRUST

#### **SALES TEAM**

- NETSUITE | KATHARINE KUBES, FRAN DELANEY
- CARAVEL | SCOTT CURRY, CAILA COHEN

### **NETSUITE SOLUTION**

- NETSUITE | SUITESUCCESS SOFTWARE STD
- MODULES | FINANCIALS, RECORD TO REPORT, AP INVOICE TO PAY, AR INVOICE TO CASH, NSPB
- INTERFACES | BANKING, CONCUR, NEXTEP, ACCESS MARKETING, PAYPAL, ELEMENT

#### **IMPLEMENTATION**

- TIMELINE | 5 MONTHS
- METHODOLOGY | SUITE SUCCESS + OPTIMIZATION
- APPROACH | ADX LABS WILL DEPLOY NETSUITE IN A SINGLE PHASE WITH CORE FUNCTIONALITY GOING LIVE IN MONTH 5 AND INTEGRATING TO VARIOUS 3RD PARTY SYSTEMS IN PHASE 1.