



automotiveMastermind

Founded in 2012, automotiveMastermind believes technology can transform data, revealing key customer insights to accurately predict automotive sales. Through their proprietary automated sales and marketing platform, Mastermind, they empower dealers to close more deals by predicting future buyers and consistently marketing to them.

DEMOGRAPHICS

- **INDUSTRY** | HIGH TECH
- **HEADQUARTERS** | NEW YORK, NY
- **FOUNDED** | 2012
- **EMPLOYEES** | 300+
- **EXISTING ERP** | QUICKBOOKS
- **OTHER SYSTEMS** | SALESFORCE.COM, CONCUR, WORKDAY, AVALARA

SALES TEAM

- **NETSUITE** | BRENDAN MURPHY, THERESA ROBARGE
- **CARAVEL** | SCOTT CURRY, CAILA COHEN

NETSUITE SOLUTION

- **NETSUITE** | SUITESUCCESS FINANCIALS 1st PRM
- **MODULES** | RECORD TO REPORT, PROCURE TO PAY, FIXED ASSETS, ORDER TO CASH INCLUDING ARM AND SUITEBILLING
- **INTERFACES** | BANKING, WORKDAY, CONCUR, AVALARA, SALESFORCE.COM, PAYMENT GATEWAY PROVIDER TBD

IMPLEMENTATION

- **TIMELINE** | 5-6 MONTHS
- **METHODOLOGY** | SUITESUCCESS + OPTIMIZATION
- **APPROACH** | AUTOMOTIVEMASTERMIND WILL BE DEPLOYING NETSUITE IN A 5-6 MONTH TIMELINE REPLACING QUICKBOOKS, INTEGRATING TO KEY SYSTEMS AND IMPROVING/AUTOMATING THE MANNER IN WHICH THEY HANDLE ALL THINGS REVENUE - BILLING, REVENUE RECOGNITION, ETC.