OpenBrand

OpenBrand leverages its proprietary advanced optical web collection and AI-based data processing technologies to collect vast amounts of differentiated data from across the web, as well as its unmatched large-scale, longest-running consumer tracking survey with extensive and relevant third party data, and its continuous media monitoring data which reaches across channels such as TV, podcasts, social media, retail media, ad more to provide structured data and actionable insights to its clients.

Demographics

INDUSTRY High-Tech

HEADQUARTERS San Diego, CA

FOUNDED 2023

EMPLOYEES 63

EXISTING ERP QuickBooks

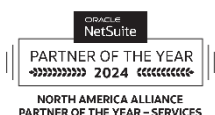**OTHER SYSTEMS** Sage 50, HubSpot, AMEX, Divvy, Bill.com, Coastal, Stripe, Avalara

NetSuite Solution

NETSUITE Financials First STD

MODULES Record to Report, Procure to Pay, Order to Cash

INTERFACES Banking, AMEX, Divvy, Coastal, Bill.com, Avalara, HubSpot

Implementation

TIMELINE 4 months

METHODOLOGY SuiteSuccess + Optimization

APPROACH OpenBrand will deploy NetSuite in a single phase, with core functionality going live in month 4, and integrating to various 3rd party systems in phase one.

Sales Teams

NETSUITE Emily Doyle

CARAVEL Caila Cohen, Scott Curry