



## Seabury Group

[www.seaburygroup.com](http://www.seaburygroup.com)



### At A Glance:

- **Company:**  
Seabury Group is a leading investment banking and consulting group best known for its aviation & aerospace practice.
- **Location:** New York, NY
- **Industry:** Finance/Insurance, Professional Services
- **Challenges:**
  - Numerous corporate entities made integrated accounting impossible.
  - Wide-ranging international consulting business led to slow, complex expense management.
  - Administrative staff challenged by organizational complexity with lagging invoicing.
- **Software switched from:**  
QuickBooks, spreadsheets
- **Other software considered:**  
Oracle, Great Plains, Exact
- **Results with NetSuite OneWorld:**
  - NetSuite OneWorld providing complete roll-up accounting of over 40 companies to one U.S. entity.
  - Company can increase its already rapid growth without increasing its back office headcount.

*“With NetSuite OneWorld, Seabury Group is not just deal-driven anymore. We are opportunity-driven, with complete insight into the true profit potential of all our client opportunities.”*

— *Martin Wills, CIO and chief administrative officer*  
*Seabury Group*

### The Results:

Seabury Group selected NetSuite OneWorld to take advantage of the significant gains in efficiency, integration, and visibility provided by the leading on-demand enterprise software platform. NetSuite OneWorld was a natural choice for Seabury. The integrated, multi-location, multi-currency platform makes it easy for the holding company to roll up the 42 different corporate entities which comprise the group into the U.S.-based parent, something impossible for small-business software packages and far too complex and expensive with conventional, on-premise systems. "We are a lean, high-profit company, and for us NetSuite made the most sense," says Martin Wills, CIO and chief administrative officer at Seabury Group.

NetSuite's integration of personnel records, project finance, and time management now means that time tracking and expense accounting are automated, providing more reliable and faster payouts on expense obligations. As a result, the company can increase its already rapid growth without increasing its back office headcount. "Gone are the days of having to have your entire administrative staff in one office — we can distribute the workload seamlessly across all of our time zones and support six languages, and do it with fewer people than before," Wills says.

The overall result is a more efficient organization which helps protect Seabury Group's value in a growing market for its services. "Instead of being three months behind the ball on our invoicing, we are now three months ahead, and with a significant improvement in our cash flow as well," he says. "And NetSuite's ability to do thorough project finance tracking was the biggest persuasion of all, since our lives revolve around client projects."

### The Challenges:

Since its inception as a boutique, investment banking and advisory outfit 12 years ago, Seabury Group has grown by leaps and bounds. In addition to being the world's leading airline restructuring firm, the company engages strategic consulting, financial consulting,

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***“We needed a solution which would allow multiple employees around the globe to share client projects on a real-time basis.”***

*— Martin Wills*

*CIO and chief administrative officer  
Seabury Group*

investment banking, structured finance, airline planning, labor negotiation, and a variety of aircraft technical services.

Growth has brought new business challenges. Not only does the company manage offices in five countries, but its business is spread among more than three dozen corporate trading companies and special-purpose entities which, combined, make up Seabury Group. That level of complexity was far beyond QuickBooks' capabilities. A pilot installation of an enterprise ERP product did not provide a solution, either. "It just became a big black hole for us. Everything had to be developed from scratch, and it just wasn't right for the size of company we are," Wills says.

#### **The Solution:**

Seabury Group recognized the value of NetSuite and engaged in a rapid rollout to all 155 of its employees. "NetSuite's hosted solution was particularly important to us, with employees located around the world," Wills says. "And NetSuite seamlessly allows multiple employees, who are actually employed by different entities, to share projects across the group in a real-time fashion."

With NetSuite, Seabury Group for the first time has a robust human resources solution, which has improved the company's ability to manage benefits packages such as insurance and retirement savings for its 155 employees. The real-time, multi-currency nature of NetSuite has also helped Seabury nimbly reallocate its human capital where it can be most profitable, taking advantage of shifts in the value of the U.S. dollar and the Euro to reassign staff to the most appropriate geographies.

Working with NetSuite Professional Services, Seabury Group developed reporting which allows the company to see the fully-loaded costs of all of its client activities, which gives the group new insight into the true profit potential of all of its opportunities. "We are not just deal-driven anymore, we are opportunity-driven. Everything integrates with project finance, so we are able to see the profitability of all our transactions and constantly track our cost and resource commitments," Wills says. "NetSuite is going to help us leverage our business so that we can take on substantially more work without increasing our overhead."



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