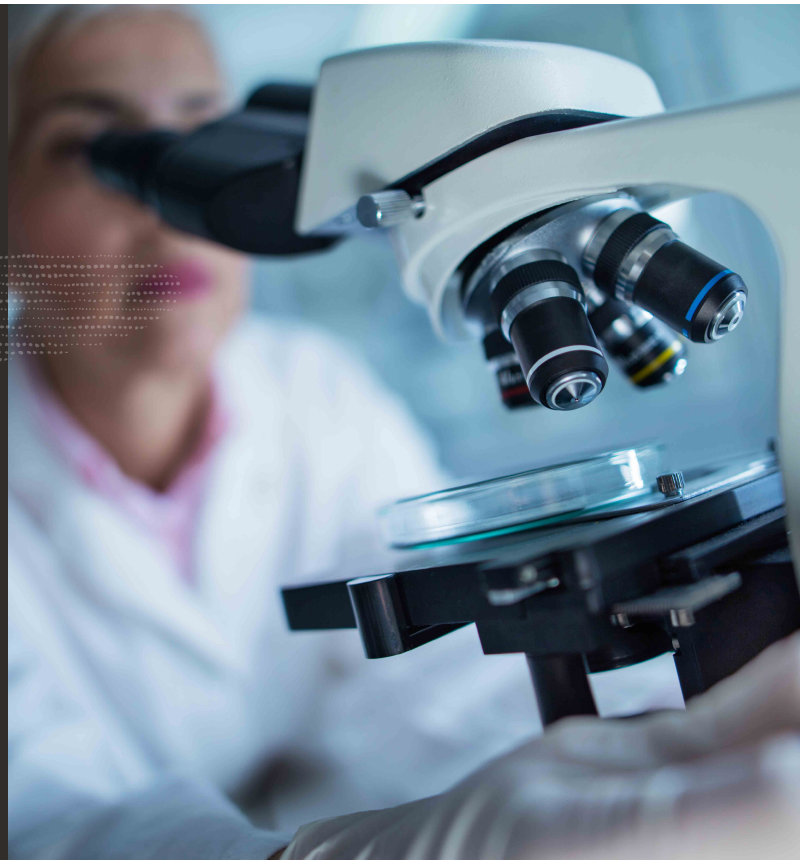




## Engine Room

# The Engine That Drives Venture-Backed Life Science and Biotech Companies



Founded in 2012 in Pleasanton, Calif., Engine Room performs all the functions of an in-house accounting department for growing life sciences and tech businesses—from accounts payable processing and general ledger maintenance to SEC reporting and big picture strategic guidance. The firm understands the challenges venture-backed companies face as they grow. To help them meet critical milestones, Engine Room combines strategic muscle, cloud-based systems and detailed execution by seasoned finance and accounting talent—as well as processes specific to the biotech industry that are a critical component of future regulatory approvals.

**“We are very experienced at implementing NetSuite quickly with new clients. NetSuite makes us more efficient, consistent and profitable.”**

Mike Rose, CEO, Engine Room



**“Even when we get into larger implementations, NetSuite is very manageable.”** Mike Rose, CEO, Engine Room

“We manage everything from day-to-day accounts payable all the way up to serving as CFO and technical accounting experts,” said CEO Mike Rose, who along with Co-founder and COO Carole-Lynn Glass has worked closely with life science companies since the mid-1990s. Today, 80% of the clients Engine Room’s 50-person team supports are in the life science sector.

Engine Room uses [NetSuite ERP](#) to manage its own business. To drive its clients’ success, the company leverages NetSuite capabilities to service its customers via the software provider’s [business process outsourcing \(BPO\) partner program](#).

### Challenge

Engine Room handles accounting, finance, budgeting, forecasting and other essential functions for its clients. In most small companies, the majority of non-core tasks become the responsibility of the CFO, including HR, facilities and IT. Engine Room manages these services, tapping into its network to provide qualified partners when necessary.

“We do everything a CFO would do, but for a smaller company,” said Rose. “That takes the burden off the CEO and lets the company focus on its science or tech.”

Before working with Engine Room, most life science firms are in the very early stages of growth and rely on a single bookkeeper to manage their accounting and financials. Once they start to grow, these firms must work towards GAAP compliance and audit readiness in a short timeframe. A small company that takes on a venture capital investor, for example, will suddenly find itself having to report to a board.

“The bigger the investor, the more professional the small firm has to be,” said Rose. “Once business starts to accelerate, the day-to-day operations can get overwhelming. The CEO can’t be worried about accounting.”

### Solution

Engine Room wanted to take the BPO route before NetSuite’s BPO practice was fully developed.

“We actually started talking to SAP,” said Rose. “We spent a lot of time before we figured out SAP wasn’t right for what we were trying to do.”

When the opportunity to work with NetSuite in a BPO relationship presented itself, Engine Room immediately joined the program. Rose said the key selling points included a platform that was easy to learn and a setup that fit its client profile.

“NetSuite ERP fit well with what we were trying to do,” said Rose. “It offered a sophisticated platform that was easy to use and easy to train our team on.”

Engine Room also wanted a solution born in the cloud that it could easily deploy to its customer base.

“Partnering with NetSuite helped Engine Room scale its own business and reach a wider swath of life science and technology customers. NetSuite pretty much checked all of the boxes,” said Rose. “Once it had a BPO program in place, we went for it.”

## Results

As a NetSuite partner, Engine Room can:

- Provide back-office support to a wide range of companies.
- Offer a consistent, unified ERP platform to its life science and technology clients.
- Bring new clients onto the platform quickly, efficiently and profitably.
- Get its own team members trained on the platform quickly.
- Offer a solution that’s well-known and always being improved.
- Give its smaller clients the opportunity to layer in new capabilities and functionalities as their companies grow.
- Easily transition growing companies over to having their own NetSuite licenses.

## Advantages to Partnering With NetSuite

- **Allows Engine Room to support multiple clients.** Eight years ago, the company was juggling various accounting systems in an effort to meet the individual needs of its life science and technology clients. “That was inefficient and not very profitable,” Rose admitted. As a NetSuite BPO partner, his firm now handles all that activity on a single, unified cloud ERP platform. Because all team members know how to set up NetSuite, Engine Room’s clients are up and running quickly. “That ultimately makes us more efficient and more profitable,” Rose added.
- **Provides life science users with an industry-appropriate ERP.** Over the last few years, NetSuite has become a solution of choice for the life science sector. This puts Engine Room in touch with new prospects who are considering a direct software buy. “We have a reputation in life science, plus the NetSuite knowledge,” said Rose. “We’ve repeatedly taken NetSuite from minimal implementation up to putting in manufacturing modules, advanced inventory and web-based capabilities.”
- **Extends the client relationship for Engine Room.** Companies that start with small-scale implementations can layer in new capabilities as they expand or move over to becoming direct NetSuite licensees. “Even when clients become licensees, we continue to work with them,” said Rose. “That makes NetSuite a win-win for both sides.”

- **Offers excellent scalability for growing firms.** While SAP was robust and priced right, the actual implementation costs were exorbitant for early-stage companies, according to Rose. “The SAP implementations were very complicated,” he said. “NetSuite, on the other hand, is easy to implement. From startup to larger implementations, NetSuite remains very manageable.” That ease of use is well-received by Engine Room clients, most of whom lack the IT and financial resources to handle a complex software implementation.
- **Opens doors for Engine Room to work as a solution provider for larger companies.** When larger, established life science organizations learn that Engine Room is using NetSuite on a BPO level, they want to know more. “We’re able to leverage that situation by becoming a solution provider and helping larger clients,” said Rose, whose company does business with NetSuite on both a BPO and solution provider level. “As we continue to grow, we’ll probably be doing more on the solution provider side. At this point, since our focus is on startups, the BPO package tends to be the most attractive option.”

To learn how an Oracle NetSuite partnership can benefit your organization, email us at [bpo@netsuite.com](mailto:bpo@netsuite.com).

## ENGINE ROOM

### Company Snapshot

**Company:** Engine Room

**Industry:** Outsourced finance and accounting for venture-backed life science and technology companies

**Location:** Pleasanton, Calif.