

CASE STUDY

FROM MANUAL CHAOS TO SEAMLESS CONTROL

How Bright Solutions Marketing Inc. Replaced Excel with Oracle NetSuite to Save Time and Reduce Errors.

A Trade Marketing Transformation Story with Oracle NetSuite & OGIS CloudTech

"OGIS-CloudTech was with us from the very beginning even before we decided to partner with Oracle NetSuite. They took the time to truly understand our business, helping us see how NetSuite could be customized to fit our needs. Their guidance was critical, from initial planning and implementation to go-live and ongoing support they've always been present to help us resolve issues along the way.

At the same time, the credibility of NetSuite being backed by Oracle really spoke volumes to us. Oracle has a strong reputation in system implementation, and when we engaged with the Oracle NetSuite team, it was clear they were at the top of their game. That gave us the confidence we needed to move forward."

Jacqueline Pua,
Managing Partner.

THE COMPANY

Bright Solutions Marketing Inc. is a trade marketing agency serving a wide range of industries including fintech, FMCG, and telco. The agency specializes in events, activations, and field marketing across multiple retail channels such as supermarkets, groceries, and sari-sari stores.



THE CHALLENGE

Before NetSuite, all budgeting, approvals, disbursements, and reporting were done manually using Microsoft Excel.

The process was:

- TIME-CONSUMING AND REPETITIVE
- PRONE TO HUMAN ERROR
- LACKING VISIBILITY AND REAL-TIME COLLABORATION
- DEPENDENT ON MULTIPLE FILE VERSIONS FOR REPORTS AND BUDGET TRACKING

WHY ORACLE NETSUITE + OGIS CLOUDTECH

01

ORACLE'S STRONG REPUTATION FOR RELIABLE SYSTEMS

02

NETSUITE'S FLEXIBILITY AND CUSTOMIZABILITY

03

OGIS CLOUDTECH'S HANDS-ON, END-TO-END SUPPORT FROM BUSINESS ASSESSMENT TO POST-GO-LIVE

THE TURNING POINT

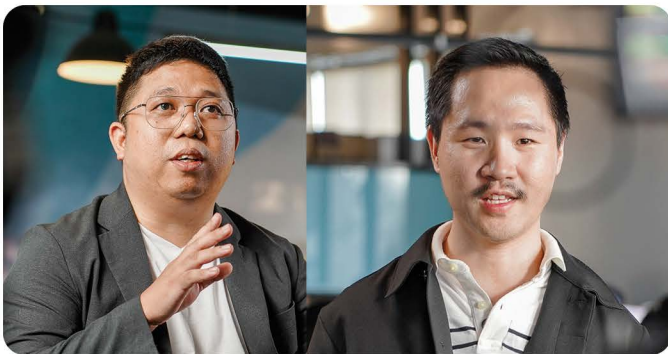
Jacqueline Pua, Managing Partner, shared that before implementing their new system, everything in their agency was done manually from handling budget requests to generating reports. She explained that relying on Excel was no longer enough to keep up with their growing needs, which led them to seek a more efficient solution.

As the business scaled, manual systems could no longer support their growing needs. Bright Solutions sought a scalable, cloud-based ERP and chose Oracle NetSuite, backed by OGIS CloudTech for implementation.

RESULTS & IMPACT

BEFORE NETSUITE	AFTER NETSUITE
Manual Excel-based reporting	Automated, real-time dashboards
Approval cycles unclear and unstructured	Streamlined, role-based workflows
Report generation took up to 2 weeks	Reports now ready in 5 days
High chance of human error	Improved data accuracy and audit visibility
Poor cross-team communication	Enhanced collaboration and information flow
No budget validation during fund requests	System now flags requests outside approved budgets

TEAM TESTIMONIALS



"CloudTech provided tailored training and comprehensive documentation. They helped us set up customized reports, address compliance, and fine-tune audit trails."

Bienvenido Oropeza III
Accounting and Systems Director



"We now complete reports faster, reduce human error, and support strategic finance goals more effectively."

Paul Lagto
Finance Director



"This transformation brought agility, better data access, and empowered our teams to respond faster to market changes."

Norraine Peclaro
Tena, HRAD Director



LOOKING AHEAD

Bright Solutions Marketing Inc shared how proud they are that their agency now uses an ERP system. They explained that NetSuite has become an important part of their plan to grow the business and stay on track with their goals.

Bright Solutions is now focused on growth and making smarter, data-driven decisions. With the help of NetSuite, they aim to:

- STRENGTHEN DIGITAL OPERATIONS
- DEEPEN CLIENT RELATIONSHIPS
- LEVERAGE AUTOMATION FOR CONTINUOUS IMPROVEMENT



RECOMMENDATION

The executive team at Bright Solutions shared that partnering with NetSuite and OGIS CloudTech was a pivotal decision for their growing business. They emphasized how the team's genuine care for their clients, combined with a results-driven approach, made a significant impact. As a result, they confidently recommend both NetSuite and OGIS CloudTech to other businesses looking to scale effectively.

Bright Solutions Executive Team

**READY TO START YOUR
DIGITAL TRANSFORMATION?**

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