



Case Study

## YUGOV ACHIEVES SIGNIFICANT GROWTH WITH NETSUITE'S ALWAYS UP-TO-DATE INTEGRATED PLATFORM

After using on-premise ERP systems, YouGov chose NetSuite's cloud-based platform to help it achieve significant growth.

YouGov, an international market research firm, needed to integrate its acquired companies and multiple subsidiaries into a single environment - but implementing on-premise systems could have led to fragmented upgrades that cost crucial time and resources. With NetSuite, which provides automatic and seamless upgrades in the cloud, YouGov always benefits from the latest ERP features without losing vital integration and customisation.

YouGov always has a complete and single view of its business, free of the disruption that can be caused by upgrading on-premise ERP systems.

“We have an integrated view of financials, sales and customers and integrated processes from end to end. The single version of the truth we have with NetSuite is extremely valuable.”

YUGOV

YouGov®

Increased revenues by  
**100%**  
while adding just eight  
administrative staff

Annual budget cycle  
accelerated by **two weeks**

Transacting in  
**14 currencies and  
10 languages, enabled  
by a single always  
up-to-date system**

Disparate processes are  
always synchronised,  
improving efficiency and  
service to **2,500 customers**  
including **Omnicom, Asda,  
Google, KFC, and Carlsberg**

Eight acquired companies  
rapidly integrated, all  
benefiting from  
**NetSuite's innovative  
features**

ORACLE® + NETSUITE

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