# Use Case

## Growth Company – Finance

► **The customer**
The fast-growing startup with an international focus buys up individual stores in order to integrate them into their own corporate landscape and use scale effects to professionalize them and optimize their operating results.

► **The challenge**
The diverse and continuously evolving requirements of the successful startup had to be implemented in an accelerated and agile workflow, so that the speed of the company's growth was taken into account. This affected not only the areas of financial management, but also the operational connection of the various online stores and external warehouse management systems. Another challenge was the simultaneous internationalization of the business model.

► **The solution**
The challenges could be implemented using Oracle NetSuite Financials First as a basis, supplemented by NetSuite Advanced Electronic Bank Payments and NetSuite Inventory Management Cloud Service, as well as various SuiteApps. The connection of the various third-party systems and stores to the Finance Core was made possible using Celigo Integrator.io as middleware. Tax compliance was taken into account country-specifically, facilitating a valid financial management.

### Products used

Oracle NetSuite Financials First
NetSuite Advanced Electronic Bank Payments
NetSuite Inventory Management Cloud Service