

Case Study

How LTK Transformed Its Fast-Growing Business

**From QuickBooks and Google Docs
to NetSuite with Limebox NetSuite Services
—All While Controlling Costs**



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Background

Like many startups, LTK (LIKEtoKNOW.it) began as a dream. Its founders wanted to marry brands and lifestyle Creators (a.k.a. influencers) on a digital platform where consumers could follow Creators and trends and shop for products. In 2011, they created more than a business; they created an entirely new industry, monetizing Creator Marketing. Today, LTK has grown to an ecosystem of more than 700 team members, hundreds of thousands of global Creators, 7,000 retailers, and one million brands across more than 160 countries.

Challenges



From its earliest days, LTK's trajectory was clear. What the founders didn't expect was how rapidly the company would travel that trajectory. They brought in Murrey Wanstrath as CFO/COO, and he soon realized that LTK was quickly outgrowing QuickBooks, Excel, and disparate systems that didn't communicate with each other. There was no automation, making finding and analyzing data nearly impossible. It was time to transition to an enterprise software platform, and NetSuite fit their requirements best.

Wanstrath wanted to speed implementation and integrate as many data feeds as possible into the ERP, but it wasn't so cut and dry. With offices opening across the country and the world, different currencies and an ever-increasing list of Creators, retailers and brands jumping on board, he knew he needed NetSuite expertise.

Solutions

I wanted to control costs, but we needed to do something fast.

says Wanstrath.

"I didn't want to hire a full-time NetSuite admin, and the internal NetSuite resource was a disappointment—poor communication and a cookie-cutter solution with no room to customize. I pivoted and hired a consulting group, but they went out of business after weeks of zero communication with us. Thankfully, someone told me about **Limebox**."



Learning & Planning

Limebox offers comprehensive NetSuite services and is a NetSuite-certified Partner with more than 30 NetSuite consultants across the Americas. A dedicated NetSuite product manager immediately stepped in, learning about LTK first. The next steps were mapping LTK's business processes, getting NetSuite up and running, and transitioning LTK from QuickBooks to function in one set of books.

Customizations & Automations

Then came the NetSuite customizations and integrations, such as LTK's homegrown CRM, email, ZenDesk, and DocuSign to streamline the Creator application and approval process. The Limebox product manager created custom dashboards as well, completely eliminating the need for Google Docs or Excel spreadsheets. And because everyone has access to the NetSuite platform, all the data they need is available to them without logging into or working in different systems.

Partnership Mentality

"We treat Limebox as a part of the team, with daily communications with our product manager and his team in the early days," says Wanstrath. "We didn't engage in any major projects without them being in the room. As we matured, we moved to weekly meetings, making sure they're aware of our strategic growth plans, because there's nothing our ERP doesn't touch. Limebox is always problem-solving, streamlining workflows, and thinking strategically so LTK can continue to evolve and scale."

Results

Wanstrath is no longer with LTK, moving on to help other startups reach their goals. But he remembers his relationship with his Limebox product manager fondly. "**Limebox rescued us**" he explains. "It was such a relief to know I finally had the right partner."

LTK's fast growth required more than the typical consultant. "I have experience with consultants, and Limebox is a unicorn – **they go all in with their clients and never assume that one solution will work equally well for another,**" he explains. "Our product manager worked with us, was available and creative in understanding our business, and was a master problem-solver. We went from a bunch of stuff that didn't communicate or could be trusted to a source of truth we could track back to. If we had stayed in QuickBooks, we never would have closed the books, and our accounting department would have been quadruple the size."

When asked why a full-time NetSuite administrator was never on his radar, Wanstrath believes one person could never replace the team at Limebox. "A NetSuite admin is fine for mundane things, but having Limebox still makes sense to deal with bigger issues," he says. "General admins can't do half the things Limebox can do, and when it comes to developing and customizing NetSuite, they can't do that. Limebox knew the NetSuite limitations and how to navigate it. Things will go wrong and unexpected things will happen. If your team can't solve the problems, it's going to be a harder slog and only add to your headaches."



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Let's Talk NetSuite

Inspired by LTK's success story?

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