

CASE STUDY:

exactEarth Centralizes Business Functions On-Budget and On-Time



Global AIS Vessel Tracking Company Streamlines Processes for Entire Organization

exactEarth is a leading Global AIS Vessel Tracking company founded in 2009. Based in Cambridge, Ontario, exactEarth leverages exact microsatellite technology to deliver vessel monitoring solutions to customers around the world. Formerly a subsidiary of a larger parent company, exactEarth was carved out as a standalone entity. During this process, they underwent a phased selection of integrated software solutions to support the business. At the time, sales, finance, customer service, marketing, and other departments were each using their own unique software solution. The expense of carrying multiple licenses combined with the lack of collaboration and sharing between platforms was slowing down the company's growth.

SOLUTION: NetSuite implementation gathers diverse needs under a single, comprehensive umbrella

STRATEGY

With a number of existing software licenses running out, Trajectory had to work on a tight timeline, or risk exactEarth renewing licensing fees simply to access their data. Ensuring that the unique needs and requests of each team member were addressed, the platform required customized functionality delivered on a deadline.

PROCESS

Trajectory first worked closely with exactEarth to familiarize the team with NetSuite's capabilities and functions. From there, Trajectory worked with exactEarth to clarify exactly what their role would be in the implementation, and what data/support they would need to provide.

RESULTS

exactEarth was impressed by Trajectory's extensive knowledge base, and their willingness to answer any questions necessary to make their team feel comfortable working on the new NetSuite platform. When faced with change-orders, Trajectory honoured the team's concerns while keeping timeline front-of-mind and continuing to move the project forward. Trajectory's flexibility and responsiveness to the unique needs of multiple teams led to a successful implementation, efficiently delivered before licenses ran out on existing platforms. exactEarth has embraced the new platform and seen great improvements in efficiency, visibility of functions, and collaboration.

"Trajectory's team was easy to work with and approachable. This was a big part of the success- they talked our language. They made sure everything was always on track and that nothing came as a surprise. They did a really great job of keeping it all flowing. They are well-versed in the system, so they understood our needs and how we could best utilize NetSuite functionality."

– Shirani de Chickera, Manager, Financial Accounting, exactEarth