

me&u: The App Revolutionising the Hospitality Industry

Creating a Custom NetSuite Solution for Complex Revenue Recognition.

Who is me&u?



me&u is the Australian-based, **global smartphone at-table ordering application** for the hospitality industry with operations in the UK, US & New Zealand.

The app was founded in 2017, with the goal of **building a brighter future for the hospitality industry** by connecting people to a smarter way of ordering and paying restaurant bills.

The app offers users more than just a digital menu, with **venue-specific personalised content, providing them with access to easy re-ordering**, group tags, accurate wait times & featured products. me&u enables hospitality venues to operate more efficiently and receive greater customer satisfaction.

The NetSuite solution implemented by MacroFin allowed me&u to **manage their payments more accurately and timely for their stakeholders...**



...The latest enhancement that was delivered with their bespoke solution, **allows them to have more flexibility in expanding their business operations worldwide."**

The Challenge:

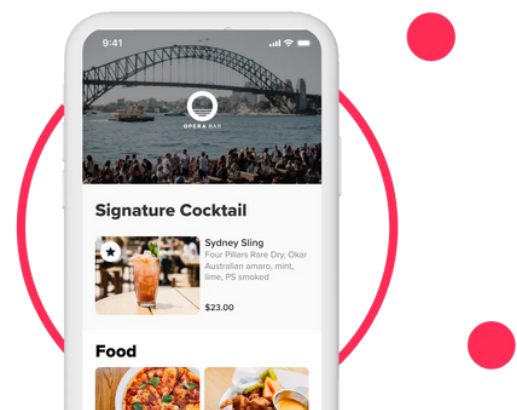
me&u grew exponentially in the wake of the COVID-19 pandemic, and now **have 10's of millions of dollars passing through the business on a weekly basis**. This meant that me&u needed a finance system that would give them the ability to scale their business, whilst at the same time processing the millions of payments coming in and out.

me&u have **ambitious growth plans** with global expansions at the forefront, meaning that they needed an ERP system that was able to grow with them. They identified a simple user interface and time efficiencies as their key requirements, in other words **a system that was as cutting-edge and innovative as me&u**.

The solution:

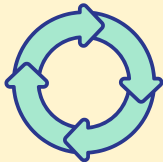
Having decided upon NetSuite being the ERP system to meet their finance needs, me&u approached MacroFin to assist with the implementation. MacroFin mapped out a **three-stage process to address me&u's advanced reconciliation and reporting requirements** whilst also factoring in their need for custom development work.

This would allow them to integrate and reconcile their daily restaurant takings via scripts.



me&u: The App Revolutionising the Hospitality Industry

Creating a Custom NetSuite Solution for Complex Revenue Recognition.



Stage One - Getting the system up & running:

MacroFin developed a **reconciliation script** that was able to generate the relevant transactions in NetSuite from the real-world transactions, via the app to Paypal Braintree in Australia.

They created reports to help me&u **reconcile the balances between NetSuite and the source systems** of their restaurant transactions.

The custom solution then allowed me&u to **consolidate all their restaurant transactions every month into one report**, which they can share with their vendors.



Stage Two - Enhanced reporting:

Enhancement of the custom solution was then carried out to make the system more flexible and accommodate me&u's ever-changing growth needs, meaning they could **roll out the same process for future global operations**.

MacroFin also enhanced the custom solution to be able to **process transactions that are paid through the Stripe platform**.



Stage Three - Delivering the complete bespoke solution:

Lastly, MacroFin enhanced the custom solution to **accommodate me&u's change in process** in handling restaurant transactions.

Delivering:

- Full migration, QA, testing & end-user training.
- Custom development work to meet unique requirements.
- Post go-live support with MacroFin's managed services.

"me&u required a complicated solution that allowed them to process thousands of transactions per month from their ever-growing customer base of restaurants and app users. With the holistic solution that MacroFin built for them, **they can now automate accounting for the financial data** coming from different systems with **better accuracy and reporting transparency**."

The NetSuite solution implemented by MacroFin also allowed me&u to **manage their payments more accurately and timely for their stakeholders**. The latest enhancement that was delivered with their bespoke solution allows them to have **more flexibility in expanding their business operations worldwide**."

Jel Fermindoza, NetSuite Solutions Architect at MacroFin



me&u: The App Revolutionising the Hospitality Industry

Creating a Custom NetSuite Solution for Complex Revenue Recognition.

Working with MacroFin - a trusted NetSuite partner:

MacroFin is a **leading NetSuite Alliance Partner** that has won multiple awards for their unrivalled NetSuite and Accounting expertise. Founded in 2018 by accountants for accountants, our multi-discipline team includes **16 accounting and finance experts**, ensuring that finance remains at the heart of your NetSuite Solution.

In the past 12 months our team delivered **50 projects**, including **33 implementation go-lives**, and had the opportunity to work with companies who are revolutionising their industry, completing projects with **Zilch, Railsr, OnBuy, me&u and MotorWay**, to name a few. In addition, for the second consecutive year, we saw **MacroFin's customers account for more than 10% of the entire Deloitte Fast 50**, which is an annual list identifying the 50 fastest-growing tech companies in the UK.

300⁺

Projects Completed

60 completed NetSuite & SuiteSuccess implementations in the past 3 years

2022

EMEA Partner of the year

90+ NetSuite engagements across various industries

4

months average go-live

We implement quickly, typically within 4 months, helping you achieve faster ROI

