

Physitrack^{Group} NetSuite Implementation

Straightforward Consolidation, Recognition, Reporting & Automation.

Who is Physitrack:



Physitrack is a **global digital healthcare provider** that specialises in telehealth consultations and online exercise courses to enhance the wellness of its users.

The company experienced a **162% revenue growth during the COVID-19 pandemic** and went public to expedite its expansion. This move allowed them to **grow from one to ten subsidiaries within months**.

Currently, Physitrack has **staff on four continents, customers in 17 time zones, and patients in 187 countries**.

"Physitrack needed an ERP system that was **designed to handle a complex and evolving international set-up...**"

We also required an **implementation partner** who were going to bring us just as much **financial experience as technical expertise** to the table, and MacroFin ticked all these boxes."

The Challenge:

Due to the virtual nature of their business as well as international expansion, cloud technology played a central role in Physitrack's growth strategy. Their ambitious expansion plans necessitated access to real-time financial information across all their subsidiaries in different countries with various currencies.

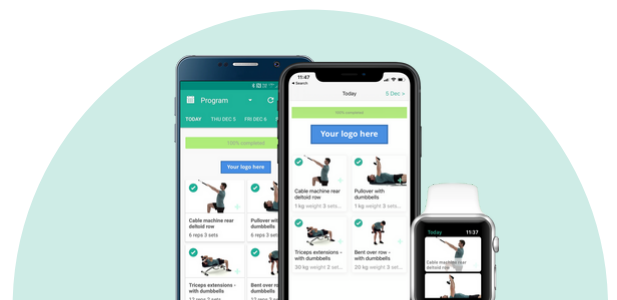
Physitrack required a system designed to handle complex and evolving international set-ups. They sought an implementation partner capable of providing both financial expertise and technical proficiency, which is where MacroFin came into play.

The Solution:

Initially, Physitrack aimed to go-live with their NetSuite Solution in three subsidiaries simultaneously. However, based on MacroFin's advice, they decided to implement the primary subsidiary as the initial go-live and then introduce the other two subsidiaries two to three months later.

The benefits of this were:

- Enhanced user adoption.
- Reduced go-live time for the additional subsidiaries.
- The ability to focus solely on the home subsidiary before rolling NetSuite out further.



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The Result:



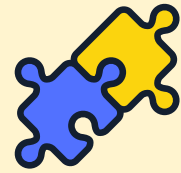
Accessing live, real-time reporting:

Physitrack are now able to access live, real-time reporting across all subsidiaries - including multiple countries and currencies in both the group-based currency and local currencies when required.



A configured template:

That ensured Physitrack could quickly upload management accounts data on a weekly basis for its new acquisitions meaning that as soon as a company is acquired there is complete, group-wide visibility.



An array of integrations:

MacroFin implemented several integrations and SuiteApps to enhance Physitrack's NetSuite set-up, including Tipalti, which further streamlines the accounts payable and reconciliation process.

"Physitrack needed an ERP system that was **designed to handle a complex and evolving international set up**, which is why we knew NetSuite was the obvious pick for us. We also required an **implementation partner who were going to bring us just as much financial experience as technical expertise** to the table, and MacroFin ticked all these boxes.

Although our initial plan was to go live with three subsidiaries, **MacroFin's guidance led us to implement the primary subsidiary first, followed by the additional subsidiaries two months later**. This approach benefited our team's ability to undergo user acceptance training and significantly reduced the go-live time for the additional subsidiaries. Overall, we were delighted with MacroFin's ability to advise us from both financial and technical standpoints.

The implementation went smoothly, and our go-live was on schedule. We were so pleased with MacroFin's services that **we have continued to use their NetSuite Support Services.**"

Matt Poulter, Head of Finance

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Working with MacroFin - a trusted NetSuite partner:

We are a **leading NetSuite Alliance Partner** who have won multiple awards for our 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. Additionally, for the second consecutive year, **our 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

