



Nobel Learning Communities, Inc.

www.nobellearning.com



At A Glance:

- **Company:** Nobel Learning Communities, Inc.
- **Location:** West Chester, PA
- **Industry:** Education
- **Challenge:**
 - Aging accounting system and too many manual processes made financial reporting difficult
 - Tight IT resources precluded costly, lengthy install of conventional business suite
 - Lacked comprehensive reporting and a unified IT system
- **Software switched from:** ACCPAC; disparate applications and processes
- **Results with NetSuite:**
 - Public company rapidly deploying 700 NetSuite user seats to over 150 school locations nationwide
 - Avoided one-year-plus ramp-up time required for conventional ERP suite
 - Improved financial roll-up and revenue recognition

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— Tom Frank, CFO
Nobel Learning Communities

The Results:

Nobel Learning Communities, an operator of over 150 private schools throughout the United States, selected NetSuite to run its key business operations by using one system, from financials and revenue recognition to CRM capabilities such as tracking potential students. With NetSuite, the company has been able to complete organizational awareness without a lengthy IT tune-up period and steep investment.

“We needed something that would not require us to develop a lot of internal expertise in terms of writing code, but would allow us to really focus on our business development needs,” says Tom Frank, CFO of Nobel Learning Communities. “Because NetSuite uses an on-demand model, it has given us a way to invest in an ERP and CRM system that is supporting a multi-site business without making nearly as much of an investment in infrastructure and overhead as has been previously required.”

Nobel is gaining financial insight into the financial operations of each site as costs and revenue are realized, greatly improving financial understanding. “NetSuite has made it possible for our people to be more disciplined because they are now required to enter things into the system that they hadn't done under our previous system. That is another way we have upgraded the quality and veracity of the information we receive,” says Nobel CFO Tom Frank.

The Challenges:

Before selecting NetSuite, Nobel Learning Communities was running its financials on ACCPAC and its CRM activities in local databases and manual, paper-based processes.

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CFO*

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Consequently, Nobel lacked the depth of insight required for cash flow, revenue recognition, clear reporting, and timely communication with its teachers, students and their parents. Having its information in disparate systems for many years prevented Nobel's corporate offices from seeing company-wide information at one glance. NetSuite would help Nobel overcome those challenges.

"What brought NetSuite on our radar screen was the fact that we knew we needed to do something IT wise," Frank says. The company was running its financials on DOS-based applications and because it lacked a true, corporate-wide financial tracking system, Frank lacked the depth of insight he required for cash flow, revenue recognition, clear reporting, and other functions.

"Some things we needed weren't being handled at all, others were being handled by a combination of a local database in each school along with manual processes," Frank says. But the distributed and paper-bound processes were no longer acceptable, so Nobel turned to NetSuite for a solution.

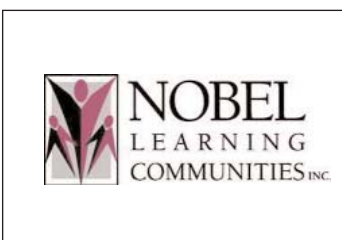
The Solution:

Nobel needed a solution it could rapidly deploy to 150 schools without a tremendous IT undertaking and without having to invest a great deal of time, money, and energy in custom development. "We needed something that would not require us to develop a lot of internal expertise in terms of writing code, but would allow us to really focus on our business development needs," Frank says. "That's what brought us to NetSuite."

Nobel has enabled the NetSuite modules relevant to its business, including Revenue Recognition, to monitor tuition receipts and overall financial performance. The NetSuite general ledger is being used at every school, making rapid and complete financial roll-up from each location to the central office on a regular basis a possibility for the first time in Nobel's operating history.

As part of bringing the schools on board, Nobel is using some of the CRM functionality of NetSuite, including inquiry/tracking of potential parents/students, as well as activities. More advanced CRM will follow, including rollout of the Customer Center and the ability to allow parents to pay online.

"We haven't yet implemented everything NetSuite can do, but we've done a lot," Frank says. "We are looking forward to having NetSuite turned on for everything in our business, now that they have taken away the distribution challenge and let us focus on our business application."



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