

Barstool Sports Reduced Time Spent on Imports By Over 50%

Customer
Barstool Sports

Product
ExtendInsights for NetSuite

About

Barstool Sports is a digital media company that produces content focused on sports and pop culture. Founded by David Portnoy in 2003 in Milton, Massachusetts, the company's two primary investors are The Chernin Group and Penn National Gaming. David Portnoy has described the site's topics as "sports/smut." The site contains a mixture of podcasts, blogs, and video series featuring company staff in what has been described as a sort of online reality show: Every office argument and personal-life development was written up and fed to a growing legion of "Stoolies."

Background

Barstool began in 2003 as a print publication that was distributed in the Boston metropolitan area and offered gambling advertisements and fantasy sports projections, but later expanded to encompass other topics. It launched on the internet in 2007. In April 2014, AOL announced that they would be airing exclusive online content from Barstool Sports.

“

CloudExtend's ExtendInsights app has been life-changing for finance and operations at Barstool Sports. It's so much better than CSV imports, because not only do you need to build a template, you have to map everything. When uploading data with the CloudExtend ExtendInsights app, errors don't fail the entire import.

”

Jason Lerman
Director of Operations
Barstool Sports



**BARSTOOL
SPORTS®**

The Challenges

Prior to NetSuite, Barstool Sports used Quickbooks and data across their systems was not integrated. This made reporting and drawing simple conclusions from the information very challenging. The manual processes created exhaustion and burnout within the team. They knew the first step they needed to take was to migrate to NetSuite. They implemented CloudExtend in parallel to NetSuite because Jason Lerman, Director of Operations had used it previously at a different company and the team there loved it.

Barstool Sports was using CSV imports before Jason Lerman joined the company. They were trying to update a lot of data at one single time, and many members of the team found the process cumbersome. As a result, not many people referenced the data on a regular basis. There were a lot of CSV imports, going back to square one, and having to recreate the CSV from NetSuite saved searches to make sure the mapping was completely accurate. They needed a solution to help users across their organization complete tasks, such as processing returns, cancellations, and making adjustments to transaction records.

The Solution

Jason Lerman suggested ExtendInsights by CloudExtend as a solution to help the team minimize manual processes without having to ensure that every field in NetSuite was mapped to a field in Excel. This had previously been cumbersome and error-prone. With ExtendInsights, Barstool found a better way to update their data. Using features like burst, teams such as Finance & Operations were able to cut back on the time spent on imports by 50%, and as a result, Barstool Sports became more data-driven. Making the process more intuitive empowered employees to access the data more regularly and without interrupting their workload. The team is now able to spend more time on aspects of their jobs that they enjoy rather than manual imports.

Bottom Line

Many CloudExtend customers become customers for life, after trying our products that are designed to save time and resources. CloudExtend products are so easy that not a lot of training is required and implementation takes minutes. Return on investment is immediate. In addition, the CloudExtend support and training staff is available at any time to help customers as they discover new ways to automate processes. Features like the data management tool and burst upload give NetSuite users the power of knowledge. Because the product is so easy to use, Barstool has found that they use CloudExtend products more regularly and morale has improved as a result.



The burst is a very cool feature for large groups of data. We can just let it run in the background and it doesn't stop what you're doing. You have the power to organize your computer desktop and you can reference back the workbooks without interrupting your day.



Jason Lerman
Director of Operations
Barstool Sports

About CloudExtend

CloudExtend email and spreadsheet applications integrate top business applications to help organizations increase productivity and extend the value of applications they use every day.

Contact Us

3 Lagoon Drive, Suite 130
Redwood City, CA 94065 USA
Email: cloudextend-sales@celigo.com

cloudextend.io

CS-BAR-0422