

# GROWING COMPANY CHOOSES NETSUITE ERP & THRIVESAASWORX

## An interview with Andrew Jeanneret, CFO, Asbury Communities



When it came time for a nationally recognized leader in senior living communities to upgrade its Enterprise Resource Planning (ERP), Andrew Jeanneret, Asbury Communities' Chief Financial Officer, chose Oracle's NetSuite, the world's #1 cloud ERP.

As the nation's 15<sup>th</sup> largest not-for-profit system of continuing care retirement communities, Asbury Communities serves

approximately 4,300 older adults at nine campuses – and manages diversified aging services – across Maryland, Pennsylvania, and Tennessee.

So choosing an ERP system that delivers a unified and phased pathway for its communities to succeed and scale is paramount.

"We looked at alternative ERPs, but we chose NetSuite because it has the breadth of what we wanted to automate our financial operations, efficiency, and productivity," said Jeanneret. NetSuite gives the organization a system 'it can build on' with a real-time view of what's happening in the business."

Jeanneret says with NetSuite ERP, Asbury stands to improve performance in challenging areas such as:

- » Metrics based on unreliable data
- » Duplicative and manual processes
- » Maintaining compliance and control over accounting processes
- » Lack of flexibility resulting in an inability to adapt to the needs of varied and growing business lines

"So far, we are taking things one step at a time, understanding that ERP implementation is a process. We've been working from systems that have been cobbled together, and there are operational issues that go along with that and require a good bit of time and effort to maintain and fix; links break, databases need to be rebuilt, and 3rd party software needs to be updated. There is always something, but we are setting expectations with realistic planning timeframes and a comprehensive checklist mapped to our company's goals for the system," – Andrew Jeanneret

Equipped with a global ERP solution, Asbury turned to the senior living and health services IT specialists at ThriveSaaS Worx (TSW) for implementation and integration.

"It's a win-win with ThriveSaaS Worx as our partner. This is the right solution for our organization. By partnering with an experienced senior living IT provider, we are benefitting from extensive experience of the tech specialists at ThriveSaaS Worx," said Jeanneret

TSW delivered a strategic plan with a phased implementation pathway and worked closely with Asbury's finance leadership team to begin tailoring the NetSuite ERP system to fit Asbury's processes and procedures. The customized approach includes the following steps for successful implementation:

- » Establishing a critical foundation—getting the business on a real-time platform so that all channels are operating from a unified base.
- » Expanding the accounting and financial functionality of the platform to enhance reporting and automation capabilities.
- » Preparing to take on more complex financial challenges, including integration expansion, project management, and advanced compliance requirements.

With this infrastructure in place, Asbury will transform its business with powerful features and tools, seamless integrations, and end-to-end visibility—building a foundation for sustainable and scalable growth to:

**Improve operational performance.**

Enhance collaboration, efficiency, and visibility across the entire organization with a unified system.

**Deliver insights.**

Monitor current and future cash positions to offer financial perspective on business initiatives and provide informed analysis to drive profits and growth.

**Ensure compliance.**

Manage the requirements for a wide range of reporting and financial regulations, revenue recognition requirements, and more.

**Build an expert team.**

Recruit driven employees eager to work using the latest technology and build a team that is focused on delivering insights and innovation, not compiling reports, and crunching numbers.

“Our organization’s continued growth relies on our technology’s ability to keep up. While the NetSuite implementation is a major undertaking, it hasn’t been painful. The planning and execution by the ThriveSaaS Worx team has made implementation a smooth process that’s showing improved efficiency across the business.” – Andrew Jeanneret

**About Andrew Jeanneret,  
Asbury Communities, Chief Financial Officer**

Andrew Jeanneret is responsible for overseeing the finance and accounting functions of the Asbury not-for-profit system and affiliated entities. With more than three decades of experience in finance, he has held senior financial and public accounting positions within the healthcare, accounting, pharmaceutical, biotechnology, insurance, and technology industries over the course of his career.

Andrew previously served as Chief Financial Officer with Millennial Media Inc. (MM), a pioneer in the mobile marketing and advertising business. He also served as Chief Financial Officer for Dialysis Corporation of America, as Vice President, Controller and Chief Accounting Officer at MGI Pharma, and as Assistant Controller and Director of Treasury Services for Life Technologies, Inc. He received his bachelor’s degree in Accounting from Boston College, his MBA in International Business and Finance from The George Washington University, and he is a Certified Public Accountant (CPA).

**About ThriveSaaS Worx**

ThriveSaaS Worx was established in 2022 and is an affiliate of Asbury Communities, Inc., a national leader in not-for-profit senior living and diversified aging services. ThriveSaaS Worx joins ThriveWell Tech, Asbury’s first IT-focused company, which provides MSSP services, IT strategy, and digital transformation and cybersecurity services for senior living and related health providers. Visit [ThriveSaaS Worx.com](http://ThriveSaaS Worx.com) for more information.

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**Christopher Regnier | Director of Sales**  
**715.928.3230 | [christopher.regnier@thrivesaasworx.com](mailto:christopher.regnier@thrivesaasworx.com)**



**5285 Westview Drive, Suite 200  
Frederick, MD 21703**

**877-595-4090 | [www.thrivesaasworx.com](http://www.thrivesaasworx.com)**