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Taija Sparkman • Feb. 06, 2012



[Zumba Fitness, LLC](#), known for its dance-fitness workout, has partnered with [NetSuite Inc.](#), provider of enterprise-class cloud ERP suites for large enterprises and mid-sized organizations, to manage its business operations worldwide.

The global lifestyle brand replaced three software systems – Salesforce.com,

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and moving to the NetSuite cloud, we are well positioned for growth in the years to come.”

Zumba Fitness and more than 12 million class participants in 125 countries can now update account information and check and track order and return statuses using NetSuite OneWorld’s customer center. The software also allows the company to monitor the performance of its subsidiaries, analyze the profitability of the business, and seamlessly integrate with third-party logistics partners.

The multi-language and multi-currency support that NetSuite OneWorld offers will also complement the international clientele of Zumba Fitness, as the company has classes in over 110,000 locations. Other benefits of NetSuite OneWorld include better visibility of the progress and performance of the Zumba Fitness global network of class instructors and participants and tailored solutions and promotions backed by the NetSuite OneWorld platform.

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