



White Papers

The Top Five Signs Your Business Is Choking on a Software Hairball

Presented by NetSuite Institute for Business

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Introduction

In this white paper, we draw on the real-life stories of SMB and SME businesses that have converted to NetSuite at critical junctures in their business development. You'll find descriptions of business process inefficiencies that you might see reflected in your own business: the telltale signs that your business has Software Hairball Syndrome (SHS), and ways to tell that it's time to banish the software hairball for good.

A Typical Applications Journey

Journey Phase 1: Starting Out—Automating the Back Office

When first starting out, many businesses install accounting software to manage their books and automate basic financial reporting. Packages such as QuickBooks can be easy to install and offer features useful for high-growth and entry-level businesses. These desktop packages meet immediate needs, and few businesses give much thought to how the accounting software can support additional users and business demands.

As the business grows, companies find the need to install additional software to manage and automate other business processes such as order management, inventory control, and payroll and employee management. This additional software can be standalone applications from various vendors, add-ons to the accounting software, home-grown applications or customized Excel spreadsheets. As these packages are deployed, the business may attempt custom integrations to link them to the accounting system.

Journey Phase 2: Mid-Cycle—Adding Front-Office Systems

A natural progression in the application journey for many businesses is to get a stronger handle on the customer lifecycle—from sales opportunity through to customer support and customer relationship marketing. Often this can be done by adding a standalone opportunity management application such as ACT! or Goldmine. In parallel, the support team often puts in a system of its own to track customer issues. Keeping the information from these systems in sync with accounting software is often an afterthought. Meanwhile, spreadsheets begin to take on a life of their own throughout the organization as management tries to get a handle on growing volumes of data across finance, sales, inventory and customer service. Some adventurous managers may bring in analysis and reporting tools in an effort to get more insight into sales or financial performance.

Journey Phase 3: Applications to Support Evolving Business Models

Whether a business is growing rapidly or simply keeping up to date with the demands of today's fast-moving, globally connected, 24x7 environment, shifts in business models come into play that weren't anticipated at the outset. Companies find they're dealing with teleworkers and a mobile workforce, or that they must engage more sophisticated financial processes for ecommerce integration, recurring billing or financial consolidation and compliance.



"We process huge volumes of information—everything from our 15,000 SKUs to complex sales order pipelines, rebate and trial programs, and vehicles and other capital assets. NetSuite gives us a central place to manage and access all this information, so we can keep our hands on the business at all times, and not worry about losing track of anything."

—CB Engineering

"NetSuite has helped us become more efficient, more responsive to customers and more profitable. And it's made us more self-aware—everything is visible now, and that's the only way to succeed when the market is growing so fast."

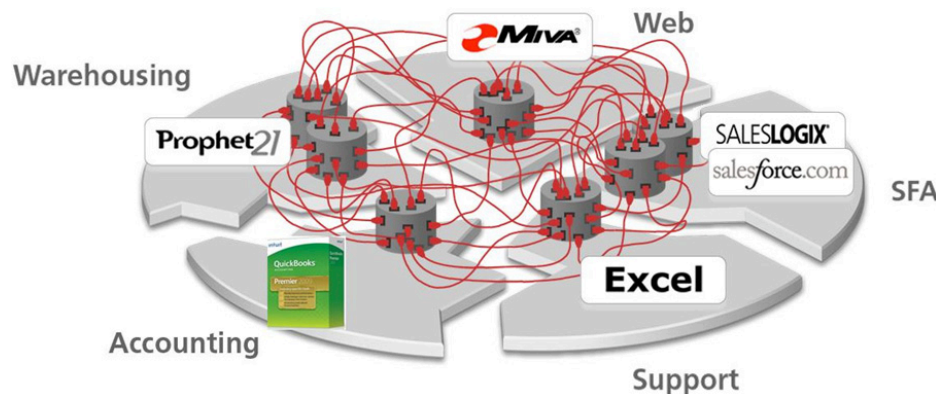
—Digital Check

Many businesses find they have to embrace additional channels for selling their products, such as solution provider reseller networks, partner programs or online marketplaces. Finally, they find that customers increasingly expect self-service and a customized online experience featuring rich content and an intuitive interface.

Each of these evolving demands is feebly met by putting in yet another new application or additional technology infrastructure.

The Turning Point: A Typical Applications Footprint

If you recognize the kind of lifecycle environment outlined above at your own business, then you're certainly not alone. Businesses that evolve their systems over time, often together with successive upgrades of software such as Microsoft Dynamics GP, can find themselves with an "accidental architecture" of business systems designed to meet short-term tactical goals—with little thought to long-term strategic needs and objectives. The result is a software hairball that can inhibit flexibility, performance and ability to grow.



KEY INSIGHT

According to both PwC and KPMG, more than 90% of corporate spreadsheets have material errors in them.

The Top Five Signs Your Business Has a Software Hairball

#1: It's Too Hard to Find Out What's Really Happening Across Your Business Right Now

Traditional business software, such as Sage or QuickBooks, was designed for a time when you could afford to wait until the end of the month to get the data you need. That's not the case today, when consolidated views and up-to-the-minute reporting can make the difference between thriving and barely surviving.



Online Publisher Consolidates Information, Cuts Bookkeeping Costs 20%

“We’d predicted 2009 would be a down year, but ended up with significant year-over-year growth. We now have more than 20 million monthly readers, and good part of that success comes from our improved operations efficiency.”

—Gawker Media, New York, NY

Challenges

- Operational inefficiencies hindered Gawker’s ability to exploit growing popularity
- Difficulty optimizing complex, multi-dimensional advertising contracts utilizing QuickBooks and spreadsheets
- Lack of consolidated financial information led to inefficient billing processes.

Solution

- NetSuite OneWorld rolls up Gawker’s eight blog properties and associated websites into five subsidiaries, which include multiple countries and currencies
- NetSuite implemented in just 60 days
- Executive dashboards deliver real-time views of ad revenues, AP/AR employees, contractors and other information.

Results

- Significant year-over-year growth, even during the recent recession
- Integrated accounts payable and receivable processes cut bookkeeping costs by 20%
- Integrated order-to-accounts payable processes maximize cash on hand
- Production of detailed business reports take seconds, not hours
- Fast, consolidated information access lets Gawker continually improve ad contracts
- Scalability and speed of implementation provides Gawker with confidence that any future acquisitions will be up and running quickly.

A small team at a single location can sometimes get by without a fully automated system because it’s close to the action. But as the team expands with additional personnel or locations, the information that has to be exchanged rapidly swells out of control. You suddenly have data buried not just in, say, your Sage accounting system, but also in sales force automation, inventory management and customer servicesystems. With more people working from home offices or on the road with mobile devices, a traditional close-knit high-growth business team can realize that the old ways of keeping a finger on the pulse of the business are no longer working.

Here are some telltale symptoms you may be encountering:

• You’re wasting time playing “Hunt the Spreadsheet.”

Businesses often reach a stage at which employees rely on spreadsheets to plug the information gap because data is scattered across multiple systems— whether in Microsoft Dynamics GP, inventory, order management or sales systems. Often, employees who need financial information can’t access the accounting software, or use Excel when they’re out of the office because the business systems are simply too hard to access remotely. Because there is no one place to keep data, staff spend more time inputting, extracting and hunting for data than making decisions on it. Where are the latest sales figures? Where is an integrated view of booking and billings backlogs? What about the underlying detail?

• Your management reports are prone to errors, or are out of date.

Growing businesses typically find themselves struggling with more and more manual processes to keep the business running. Those processes might include re-keying sales orders, reconciling customer information or manually managing SKUs across multiple systems. Delays and errors in reporting are almost inevitable—there are just simply too many people touching and massaging the data. It becomes dangerously easy to make decisions based on old, incomplete or flat-out wrong data.

• Simple financial reports take too long to run or print.

Ever find that some financial reports simply take too long to run, print or export to Excel? Maybe it’s a collections report that simply takes forever to run—and even worse, other users of the financial system are frozen out while the report runs. It may take an eternity simply to get a report to print. It’s easy for a growing business to hit a performance bottleneck with an entry-level application like QuickBooks, but seldom easy to solve it. The fact is that if financial reports take too long to run, the amount of data your business has amassed has outgrown the reporting capabilities of your accounting application.

• You can’t get a comprehensive view across all of your businesses units.

If your business has grown into multiple geographies or you’ve added business units, you’ve likely ended up with one set of financials in an application such as QuickBooks, and the financials for your other geos or businesses in separate installations or application. The result is that you’re likely struggling with an extended, manually intensive and error-prone financial close process when moving data between financial systems, along with a lack of clarity into the performance of subsidiaries and geos—swatting emails and spreadsheets back and forth because you simply can’t get access to the data you need.



"Our desire for a single, unified enterprise system quickly eliminated all of the other solutions we considered. Everything from information extraction to expense accounting and budgeting has been made easier with NetSuite."

—Satmetrix

"Customers migrating from un-integrated legacy and custom accounting systems to one central accounting system with NetSuite can expect to accelerate financial close times by 20%. Some customers accelerated time to close by up to 50%."

—ROI Evaluation Report
Nucleus Research."

NetSuite Gives You a Real-Time Business View

When companies move to NetSuite, they get real-time, hassle-free insight into their business performance that they simply couldn't achieve before. The reason is that, unlike disparate, standalone applications, NetSuite unifies finance, inventory, CRM, sales and service information in a single repository, together with built-in dashboards, reporting and analytics. By contrast, integration between CRM and ERP can be extremely costly and cumbersome with a solution such as Microsoft Dynamics GP, which requires separate licensing for SQL Server Reporting Services and additional, specialized IT personnel and skills.

Here are some of the visibility benefits reported by businesses that run NetSuite:

- Real-time view into company performance across finance, sales, marketing, service and fulfilment
- Role-based dashboards tailored to each business user's need
- No more multiple versions of the truth—decisions are based on a single view of the business
- Fingertip, self-service access to key measures and reports
- Easy drill-down from summary into live transactional details
- Access to data from anywhere—whether through a web browser, or mobile device such as an iPhone or BlackBerry.

The screenshot displays the NetSuite user interface with several key performance indicator (KPI) widgets. The top navigation bar includes 'Home', 'Activities', 'Sales/Marketing', 'Expenses', 'HR', 'Financial', 'Reports', 'Documents', 'Setup', 'Support', 'Knowledge Base', and 'Sales Tools'. The main content area is divided into several sections:

- Top 5 Customers By Forecast Outs...**: A table listing customers and their weighted amounts.

| # | Customer | Weighted Amount |
|----|------------------------|-----------------|
| 1. | Choice Production | \$109,875 |
| 2. | Casey Software | \$78,488 |
| 3. | B&B Design | \$12,000 |
| 4. | Dog Obedience Training | \$1,275 |
| 5. | Fabre Technology | \$500 |
- Key Performance Indicators**: A summary table of various metrics.

| Indicator | Period | Current | Previous | Change |
|--------------------------|------------------------------|-------------|-----------|----------|
| Sales (Billings) | This Month vs Last Month | \$1,134,229 | \$744,041 | + 52.4% |
| Forecast (Billings) | This Month | \$1,559,347 | | |
| Forecast (Ann. GAAP) | This Month | \$1,206,359 | | |
| Sales (Orders Ann. GAAP) | This Month vs Last Month | \$617,770 | \$186,716 | + 230.8% |
| Quota (Billings) | This Month vs Last Month | | | |
| Pipeline (Projected) | This Month | | | |
| Expenses | This Quarter vs Last Quarter | | | |
| Profit | This Quarter vs Last Quarter | | | |
| Total Bank Balance | This Quarter vs Last Quarter | | | |
| Receivables | This Quarter vs Last Quarter | | | |
| Operating Cash Flow | Today vs One Month Ago | | | |
| Payables | This Period vs Last Period | | | |
| Net Cash Flow | Today vs One Month Ago | | | |
| License Renewal | This Period vs Last Period | | | |
| Employees | Current | | | |
| Total Subscribers | Today vs One Month Ago | | | |
| Active Subscribers | Current | | | |
- Top 5 Items By Qty Sold**: A bar chart showing the quantity sold for different items. The x-axis lists items like 'Single User Licen...', 'Support - Gold...', 'Softwa...', and 'One Ye...'. The y-axis represents 'Qty. Sold' from 0 to 300.
- Shortcuts**: A list of quick links to various reports and analyses, such as 'Budget v. Actual', 'Monthly Sales By LOB', and 'Lead Source Analysis Summary'.

Overlaid on the bottom right of the screenshot is a mobile device (iPhone) displaying a simplified version of the NetSuite KPI dashboard, showing metrics like Income (26.0% change), Sales (Orders) (53.1% change), and Orders (44.4% change).

White Paper



NetSuite Helps Manufacturer Cut Time Required to Take Orders by 66%

“NetSuite has simplified our company’s operations, given us great efficiency, power and flexibility, helped us do business on the web, and helped unify our customer touchpoints by linking CRM with ERP and ecommerce. In IT, NetSuite changed our role. We’re not traditional IT anymore—we now spend our time adding value rather than answering requests.”

—Advantage Sign Supply, MI

Challenges

- Large supplier of sign-making materials wanted to attract more franchise customers, improve profitability
- Fragmented IT systems forced company to set prices manually to growing inventory of 15,000 SKUs
- IT systems overloaded by 8,000 orders per month, mostly multi-SKU and requiring inventory from several of nine U.S. warehouses
- Lack of website meant that orders were to the competition.

Solution

- Replaced Counterpoint and in-house software with NetSuite ERP, CRM and ecommerce
- NetSuite Advanced Shipping integrates order management with warehouse software to automate picking, packing and shipping
- Used NetSuite partner SPS Commerce for outsourced EDI.

Results

- Order processing time cut by 66%
- Monthly inventory on hand decreased by more than 15% (equaling more than \$500,000 in inventory)
- Electronic invoicing saves \$1,000 per month over costs of paper mailings
- New website channel attracts more than 50 new customers/month accounting for 11% of revenues
- The time required to update pricing has been reduced from two hours to 10 minutes for more than 500 items.

#2: Too Much Time Re-Entering and Reconciling Data across Systems

With earlier generations of enterprise applications, it made sense to have separate systems for separate departments. But when everyone is networked and online, it’s frustrating for suppliers, customers and business managers have to wait for answers while information is painstakingly transferred between systems by hand.

Those separate islands of computing that have sprung up over the years have become an insoluble software hairball that’s choking many businesses. There’s no real-time visibility from one system into another. Incompatibilities and imperfect integration have left employees tied up, copying data from one system to another. This is tedious work that computers would do faster and more accurately, if only they were set up to do it. Instead, it’s taking time and effort that your staff ought to be spending on more productive, rewarding tasks elsewhere.

Several symptoms tell you it’s time to move on:

- **Paper trails of sales orders, manual order entry and invoicing.**

Some of your people spend hours every week manually re-inputting order information into the invoicing system, while someone else copies invoice details back into a sales compensation spreadsheet. You have a constant backlog of invoice queries to resolve because of errors made when the orders were transferred. Crises at month’s end are becoming more frequent as the growing volume and complexity of transactions put increasing pressure on staff.

- **Incorrect customer information that results in customer dissatisfaction.**

You never know if the customer information you have is right or not. You might be wrestling with old contact information, or accidentally billing to the wrong customer address or contact. The problem is that customer information is buried in sales spreadsheets, or an opportunity management or Microsoft Dynamics CRM application, and you have no way of knowing which is the most up to date and reliable.

- **Slow and disjointed approval processes.**

Simple decisions such as expense claim approvals or routine contract signatures take days or weeks to finalize because the process depends on people passing paperwork around and matching it to information in separate applications. With no single, shared record of what stage the process has reached, staffers frequently spend time hunting for lost documents or tracking down late approvals.

- **Financial consolidation simply takes ages.**

It’s taking longer and longer to finish cross-posting transactional data between systems. Finance staffers work late every month to consolidate financial reports and even then, they’re delivered far later than you need them. Managers constantly complain about delays in weekly and monthly reports—and don’t get them started on those new reports they asked for last year that no one has had a chance to set up yet.

- **Sales forecasting and budgeting processes rely on too much guesswork.**

You trust your instinct, but if you’re honest with yourself, you recognize that you haven’t got much in the way of solid data to back up your sales projections and spending budgets. It’s too difficult to get historic information in the right format to do proper trend analysis, and you and your colleagues often find yourselves putting figures into spreadsheets based on guesswork because—even though you have the actual data somewhere—it’s too hard to get hold of it.



"We have 25,000 customers across Europe, and customers often are working with various parts of our business, so it was critical that our project teams could see each others' transactions. With NetSuite, we all work on one system, and that means we can work together as a single team."

—ACAL

"The typical company deploying NetSuite increased sales productivity by 12.5% and companies can expect to improve productivity by up to 20%."

—ROI Evaluation Report
Nucleus Research

"Thanks to NetSuite, over the past several years we have been growing the company without growing our headcount."

—Stephen Enfield, CEO
POS Supply Solutions.

NetSuite Integrates Business Processes and Improves Efficiency

NetSuite supports all your accounting, CRM, service, inventory, fulfilment and ecommerce operations in one integrated business management suite. NetSuite eliminates costly integration work to glue business processes and departments together, and you no longer need to waste time manually re-entering information between systems.

Here are some of the business process benefits reported by businesses that run NetSuite:

- Improved productivity and fewer errors due to the elimination of double entry between systems
- Accelerated cash flow because of a streamlined order-to-cash cycle linking sales, finance and fulfilment
- Improved vendor relationships through an efficient procure-to-pay process
- No more errors from old or duplicate customer information
- Speedier financial close times.





Wholesale Distributor Saves \$120,000 over Previous Costs for IT Software

“We went from the most expensive piece of software on the planet—SAP—down to QuickBooks and then to Great Plains. They were all either limited, costly or both. We finally realized that we had to get on a single system, and that’s where NetSuite came in.”

—Distribution Video & Audio
Los Angeles, CA

Challenges

- Fast-growing distribution business couldn’t keep up with sales
- Personnel were unable to track inventory between busy bi-coastal warehouses
- Accessing information was difficult for traveling executives
- Former IT software solutions had been both costly and functionally limited.

Solution

- NetSuite ERP, CRM and ecommerce replaced SAP R/3, Microsoft Great Plains and QuickBooks
- NetSuite partners OzLink and SPS Commerce built integrations with third-party shipping, EDI systems
- NetSuite’s ease of use maximized employee ramp-up and let DVA customize settings via simple configuration screens.

Results

- DVA is now saving more than \$120,000 annually compared to previous solutions
- Company now tracks inventory in real-time, which was impossible with previous systems
- Employee productivity increased substantially across all operations due to reduced order-to-cash time and rekeying of data
- NetSuite for iPhone simplifies executive access to sales, finances and other information.

#3: You’re Losing Sales Because You Can’t Get Information Where It’s Needed Fast Enough

In today’s online environment, customers expect to see real-time stock levels and confirm the delivery schedule at the same time they place their order. And they expect prompt, informed resolution when they call customer service 10 minutes later and ask an agent to bring up their order and add an extra item. With a software hairball of such systems as Sage or Microsoft Dynamics GP, such real-time responsiveness is out of the question.

When orders were coming into a single office by phone or mail, most high-growth businesses could get by without a fully automated system. Today, customers expect to view stock levels, order status and delivery tracking online. Salespeople need to have access to the timely, reliable information they need, even when they’re on the road.

You can’t afford to have your business creaking along when others are flying at ondemand speeds. Here are some of the warning signs that your software hairball is costing you sales:

• Customer service fails because agents don’t have up-to-date info.

When customers call to place orders or check on order status, they’re kept on hold or have to wait for a return call to get an answer. Because the salesperson or service agent doesn’t have the necessary information onscreen in front of them, they have to retrieve it by contacting someone in another department or location. You’re not hearing many direct complaints, but almost imperceptibly, your churn and abandonment figures are gently rising as customers find other companies that don’t waste their time like yours.

• Stock never seems to be where you need it.

You’re frequently running out of stock at some of your outlets while the same SKU sits on the shelves elsewhere. You’re never able to pre-empt this dilemma because it takes too long to update and consolidate your point-of-sale data, and anyway, you don’t have real-time access to trend analysis by SKU and outlet.

• Customers and vendors can’t self-serve information on the website.

You’d like to meet customer demand to look up stock, place orders and check status on the web, but you can’t justify the investment of time and money it would take. In any case, your business system was never designed to operate 24x7, and you’re not confident you could keep it secure against online threats.

• You can’t easily collect and filter customer info for sales campaigns.

Even though you’re sending out regular email campaigns, sales staff has no information about responses when they’re calling prospects. Conversion rates are low, and you’re often left with unsold inventory because you don’t have time to organize a sales push or mailshot to clear the excess.



“Putting together online advertising and marketing programs for customers can become very complicated, and so can starting up new subsidiaries. NetSuite has helped us understand our global footprint, given us consolidated visibility across our local operations and allowed us to use this knowledge to become more competitive in the marketplace.”

—Asia Digital Holdings

“The NetSuite approach to revenue recognition is much better than the massive spreadsheet we had to use before, which inevitably introduced an error in our accruals. Also, on one screen we can see how many support tickets are open and how many new opportunities have come in, and that helps us manage more effectively”.

—WhippleHill

“One of the main reasons we chose NetSuite was that it was a product we could grow into rather than grow out of.”

This was one growing pain I was never going to have to worry about again.”

—Scott Newman
President and CEO
US Markerboard

NetSuite Helps You Get Information in the Hands of Employees When They Need It

NetSuite’s fully integrated system ensures that the same, unified and up-to-date information is available instantly to every stakeholder through a web browser. It creates a culture of self-service and ease of doing business that’s simply unachievable with hairball of on-premise software. NetSuite’s centralized web-based architecture makes it possible for your sales team to access renewal information; customers to access to their order status; and your vendors to get visibility into payment information.

Businesses report the following benefits after they move to NetSuite:

- Improved customer satisfaction, with sales, finance and service able to answer queries—such as order status, renewal questions, payment or service information—instantaneously through a web browser
- Reduced stock-outs because retail and ecommerce operations are operating on the same real-time inventory information
- Self-service, instant access to information that enables the company to grow without increasing headcount
- Improved vendor and customer relationships with 24x7 web-based customer and vendor centers that enable them to get instant access to payment and order information.

#4: You’re Doing More of Your Accounting in a Spreadsheet Hairball

Standalone accounting software such as Sage or QuickBooks was designed to automate a limited set of core accounting functions, which means that it limits how you run your operation when you want to do more or make changes. Very often, you’re adapting your business to fit the application, rather than vice versa. It’s easy to run out of headroom when you need to stretch to more customers, vendors or inventory items than your financial software can practically handle. Greater transaction volumes and speed are key to your business’s growth and success—and it’s easy for your entry-level system to start showing the cracks. When you need full audit trails, rich business planning and reporting, or automated processes, you’ll find yourself having to add additional systems and Band-Aids. To manage growth and maximize efficiency, businesses require stronger financial controls, better SKU management and support for more complex financial processes such as recurring billing and invoicing. These are capabilities that entry-level applications simply can’t provide. As a result, you find new financial systems, custom applications and spreadsheets springing up as you attempt to fill the gaps that your accounting system would ideally take care of.

Here are some of the signals that tell you that you’ve reached this stage:

- **Finance staffers are using several different applications to do their job.**

As your business needs have grown more complex, you’ve tried to fill the gaps with other software packages, Excel spreadsheets or home-grown applications. They handle vital aspects of financial management, such as revenue recognition and consolidated reporting, and more mundane but equally crucial processes such as calculating employee expense reimbursements and incentive payments. Your finance staffers spread their attention across as many as half a dozen different applications, and you can’t help worrying about the constant risk of errors, especially when relying on custom-built spreadsheets or software.



Healthcare Software Provider Cuts Costs, Improves Business Performance

“Healthcare Software Provider
Cuts Costs, Improves Business
Performance.”

—Kardia Health Systems
Minneapolis, MN

Challenges

- Maximize performance management for healthcare start-up
- Integrate accounting with forecasting and planning
- Improve customer support by integrating support with sales and billing information
- Reduce IT costs, increase functionality over fragmented systems.

Solution

- Replaced Microsoft Dynamics GP with NetSuite
- Dashboards give managers visibility into complete company operations
- NetSuite workflow speeds financial information gathering to optimize planning.

Results

- Saving more than \$75,000 annually on IT over old system, with greater functionality
- NetSuite’s front-to-back-office integration helps Kardia reduce yearly audit fees by 30%
- NetSuite Financial Planning provides end-to-end financial visibility to help maximize business performance with budgeting, planning, forecasting and “what-if” analyses
- Integrated vendor records let Kardia outsource data entry while maintaining compliance with HIPAA and other regulations.

• It’s too difficult to add new sales channels, product lines or locations.

Staff is working overtime or dreaming up new workarounds every time there’s a change in the business. Adding ecommerce or sharing inventory levels with resellers means bolting on a separate package. Processes that cry out for automation have to be done manually or from spreadsheets. Your accounting package doesn’t have built-in support for everyday functions such as modifying matrix SKUs, adding new sales tax rates, or handling bills of materials, kits and assemblies for manufacturing inventory. Adding a new warehouse or sales outlet means plugging in yet another batch upload that someone has to supervise.

• You can’t adapt fast enough to changing business conditions.

The lack of advanced or specialist functions is preventing you from modernizing your operations the way you want, and hampering your capacity to react to market opportunities and competitive threats. It’s too difficult, time-consuming and costly to implement such new capabilities finely-tuned performance incentives for staff or more responsive online customer service. More specialized or vertical requirements—such as contracts and prepayments, manufacturing inventory, warehouse distribution and so on—can only be handled in external packages with limited or no integration with your accounting software.

NetSuite Handles All Your Financial and Business Information Needs

NetSuite has the functional breadth to stay in tune with the needs of your business, with extensive customization and extensibility to verticals. Businesses that run NetSuite are able to work with an application that has the ability to grow with their businesses, with the following benefits:

- Comprehensive control of all financial data and processes with financial management that includes general ledger/accounts receivable/accounts payable, budget management, multi-currency transactions and reporting, revenue recognition, recurring revenue management, allocations and financial reporting
- Faster financial close and reduced audit costs with better internal controls and complete audit trail
- Better business management by using sophisticated budgeting, planning and “what-if” financial modelling
- Improved management of different revenue streams, with recurring revenue management functionality to manage subscription- and maintenance based billing
- Streamlined procure-to-pay processes that provides more efficient purchasing, improves vendor management and delivers complete warehouse and inventory management
- Stronger order and billing management processes that fast-track order-to-cash processes while improving quote accuracy, eliminating billing errors, strengthening revenue recognition processes and cash flow, and accelerating order fulfilment
- Ease of customization and access to a comprehensive marketplace of applications at SuiteApp.com.



"We simply couldn't have handled the kind of growth we've seen over the last three years without NetSuite."

NetSuite provided us a holistic, closed-loop solution that let us scale the business dramatically, while at the same time improving our processes and reducing costs."

—SnagAJob.com

"For most companies moving from traditional server-based enterprise applications, the annual cost of NetSuite licenses is less than the annual cost of IT personnel to support the old systems."

—SnagAJob.com

KEY INSIGHT

NetSuite is fully SAS 70 Type II, EU Safe Harbor and PCI DSS compliant to ensure compliance with industry best practices for maximizing security, privacy, safeguards and controls.



#5: You Spend Too Much Time Worrying about Technology instead of Focusing on Business Results

With each new layer of business software you add, the underlying systems infrastructure becomes more and more inflexible. Those earlier investments in hardware and software are costly to maintain and yet fail to keep pace with technology innovation.

The latest generation of on-demand business systems is built from the ground up for flexibility and agility, without the overhead of worrying about maintaining the underlying technology layer. They're designed to stay up to date with the state-of-the-art business automation, giving you the tools to keep ahead of the competition and seize new opportunities as they emerge.

Here's how you'll know that you're ready to switch to an on-demand cloud service like NetSuite:

- **You keep on putting off upgrades and improvements because of the cost and disruption.**

You know that your business systems fall short of what the organization desperately needs, but you can't face the thought of going through all the disruption and expense of upgrading them to the latest version. It's not just that the systems lack the capacity and functionality to match your business needs. You're also falling behind on giving employees and customers the ability to access information over the web and from mobile devices, because you haven't got the internal skills and resources to implement and manage the technology required.

- **You're constantly worrying about backups, server failures, malware and data security.**

All your financial data is concentrated in a single accounting system, while ancillary information is scattered around the organization in other software or spreadsheets. You know how exposed you'd be if one of those machines suffered a serious failure—or worse, if you had a fire or other catastrophe at your premises—and you're conscious how dependent the business is on all-too-fallible backup routines.

With so much business now being done by email and the web, you're equally concerned at the potential for malware attacks or data theft. Does your staff understand the nature of the threats out there? Are your firewalls and anti-virus software fully up to date? How fast could your business recover if a server went down and you needed to revert to a backup?

- **The time it takes to see a return makes you nervous of investing in new technology.**

You know from experience how much working capital you'll have to put aside to fund any major new application or technology upgrade. It can be many months before you start seeing a return, and even then you have no guarantee it'll deliver the results you expected. In these circumstances, it feels safer to keep muddling on with your existing systems and processes, even if you know they're holding you back.



Internet Retailer Nearly Doubles Shipping Output without Adding Staff

“NetSuite is cloud-based, so it gives us the capacity to grow into a large company, yet we don’t have to worry about supporting it, or even finding network bandwidth, which is a challenge in rural Iowa. For as far as my eye can see, we’ll be able to grow with NetSuite.”

—Clickstop, Urbana, IA

Challenges

- Multi-brand Internet retailer wanted to leverage a market growing as much as 25% annually
- Order processing required manual data entry, slowing sales processes and risking errors
- Lack of analysis and reporting.

Solution

- Replaced QuickBooks and spreadsheets with NetSuite accounting, CRM, and ecommerce
- NetSuite partner Ozlink added advanced shipping and logistics management
- NetSuite partner Celigo integrated NetSuite with Amazon.com stores to automate order processing and confirmation
- Multiple website capability lets Clickstop add new acquisitions to its brands without altering order or inventory management.

Results

- Saving \$70,000 per year on IT support over a hosted system
- Nearly doubled shipping output without adding staff
- Saving five to 10 hours per week by automating order processing
- Integration with Amazon.com stores saves five to 10 hours per week for processing sales
- Product profitability reports help Clickstop maximize advertising value
- Time to produce custom reports reduced from hours to minutes.

NetSuite Lets You Forget about Technology So You Can Focus on Growing Your Business

With NetSuite, you eliminate time spent worrying about running your business systems, freeing you up to focus on running and growing your business.

NetSuite’s on-demand architecture removes the need to run your own on-premise IT services. Its state-of-the-art capabilities provide rapid implementation with no infrastructure overhead. Because NetSuite is a software-as-a-service (SaaS) application, your business is always kept up to date with the latest functionality and innovations through NetSuite’s automated upgrades twice per year.

With NetSuite there’s no more need to worry about system availability because NetSuite provides a service level commitment of 99.5%, with a track record of 99.97% average availability at the time of writing.

To provide you with the utmost confidence about the security of your data, NetSuite adheres to security standards that are often prohibitively expensive for a typical business to implement with its own resources, such as PCI DSS, a rigid security standard for handling customer data established by a council of leading security minded firms including Visa and American Express.

After moving to NetSuite, customers report the following benefits:

- 24x7 availability to their business information, with uptime they realistically couldn’t achieve with their former software hairball
- Lower IT costs through the elimination of IT servers, server room maintenance, and expensive-to-run infrastructure
- Peace of mind knowing their data is automatically backed up and secured at a professional data center that adheres to best practices and standards that would be too costly to implement internally
- Improved performance as they gain access to data center resources and elastic processing power that grows with their transaction volume and users, and which would simply be too expensive to deploy in-house
- Cutting-edge functionality automatically delivered twice per year through automated upgrades.

Conclusion

Ready to make the move? You’ve seen how NetSuite delivers cost savings from business process integration, real-time visibility, productivity gains, more efficient use of IT resources and much more—and you can get started in a matter of weeks. Read the Nucleus research report—included in this kit—that outlines how NetSuite can deliver an ROI in fewer than nine months.

Then, call **+44 (0) 1242 862203** to find out more.