



HAIRBALL INSTITUTE FOR BUSINESS

Hairball Elimination Kit





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MEMO



TO: Businesses Suffering from Software Hairball Syndrome (SHS)
FROM: The NetSuite Hairball Institute for Business
RE: It's Time to Banish Your Software Hairball for Good!

Congratulations on your interest in the NetSuite Hairball Elimination Kit. You've just taken the first step in curing your Software Hairball Syndrome (SHS)!

As you start your journey to recovery from SHS, ask yourself: How many systems is my business running today? If your company is like many others, you're running a myriad of applications that have evolved over the years across accounting, sales, service, marketing and operations. The result is data sprawl, slow and manual business processes, and spiraling IT costs. If you knew then what you know now, would you still have chosen to deploy a software hairball?

In this kit, you'll find:

- **A Software Hairball Syndrome Severity Checklist and worksheet** that will help you gauge whether your company is suffering from software hairballs—and if so, the size of the hairballs you're facing
- **A white paper** that describes the top five signs that your business is choking on a software hairball and outlines the results you can expect from eliminating multiple systems and integrating business processes
- **Case studies** from NetSuite customers who have banished their software hairballs
- **An ROI study** from independent research firm Nucleus Research outlining the tangible benefits that NetSuite can deliver to your company.

NetSuite has been working with businesses to banish their software hairballs for 12 years. We've helped thousands of high-growth and medium-sized companies like yours improve their efficiency by moving to the NetSuite business cloud—thus ridding themselves of the software hairballs that limited their growth and performance.

With NetSuite as a single, integrated business platform, these companies no longer have to worry about lost data, performance problems, rekeying information between sales, finance and fulfillment systems, or hunting through multiple systems to get the reports they need to run their businesses. They no longer have the pain and expense of managing a myriad of in-house software applications.

For these companies, NetSuite has proven to be the one powerful solution that integrates their CRM, accounting, ERP, inventory management and ecommerce operations. They have real-time visibility into how their business is performing through dashboards and advanced analytics, and as a result, they are better connected to their customers and vendors. Their employees have anytime, anywhere web access to business systems and data, whether working remotely, on the road or in offices around the globe.

All of these benefits can be yours. So, when you've finished reading this kit, please call 1-877-NETSUITE to find out more—and to take the next step toward complete software hairball elimination.

Sincerely,

The NetSuite Hairball Institute for Business

SOFTWARE HAIRBALL SYNDROME SEVERITY CHECKLIST

Is your business suffering from Software Hairball Syndrome (SHS)? Use this handy checklist to diagnose the symptoms of this highly contagious but completely curable disease. You'll be able to tell whether you're in the early stages of SHS, or have an advanced case that needs immediate treatment.

EXPERIENCING SYMPTOMS

ACCOUNTING AND ORDER MANAGEMENT

- I'm dependent on spreadsheets for my management reporting
- It just takes too long and too many resources to close my books
- My customer data, product SKUs and prices are spread everywhere
- I've got too many people manually checking orders
- My invoices are taking ages to send out—and there are still errors!
- My finance team is always answering questions from my sales team
- We have to use 3 or 4 apps just to process an order
- It's a nightmare keeping my webstore in sync with my business
- Core accounting processes like revenue recognition are being managed in spreadsheets
- I have a hairball of hairballs—all my subsidiaries are on different systems too!

EXPERIENCING SYMPTOMS

SALES AND MARKETING

- Sales opportunities are buried in my sales reps' laptops
- Calculating quotes and sales commissions is being done on spreadsheets
- It's impossible to build an accurate and timely sales forecast
- We can't tell what campaigns are most profitable for us

EXPERIENCING SYMPTOMS

CUSTOMER SERVICE

- We can't answer customer questions without hunting for data
- Tying together my front- and back-office operations is a nightmare
- My customer information is out of sync between sales and service
- My customers and vendors can't easily check the status of orders

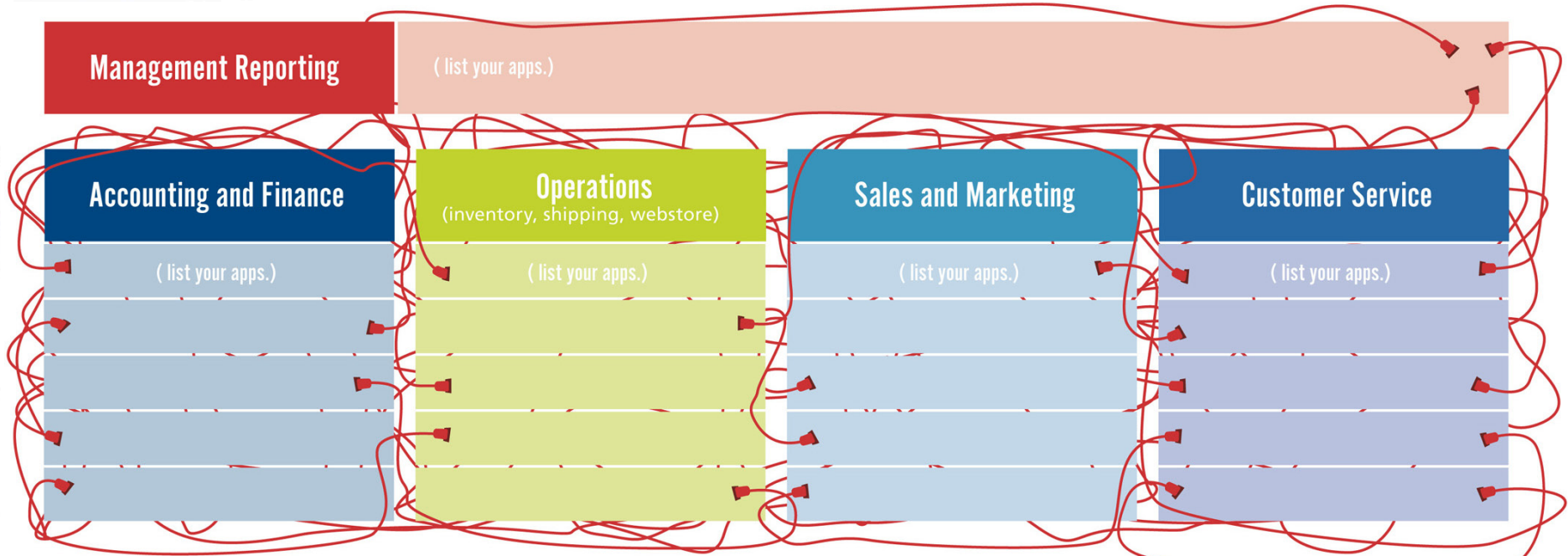
WHAT'S YOUR SHS PROGNOSIS?

You checked 5 symptoms or fewer: You have an early to mid-stage case of Software Hairball Syndrome. Tip—it's only going to get worse!

You checked more than 5 symptoms: You have an advanced stage of SHS. Get help immediately before your business chokes!

SOFTWARE HAIRBALL SELF-DIAGNOSIS WORKSHEET

STEP 1 List your apps in each box (don't forget the spreadsheets, or multiple accounting instances!)



STEP 2 Using the apps and spreadsheets you listed, connect them with these processes:

1. Lead > opportunity > quote > order > fulfillment > invoice > service
2. Time and expense entry > approval > payroll or customer billing
3. Website order > payment > shipment > RMAs > customer service
4. Purchase order request > approval > procurement > vendor payment
5. Management reporting across accounting, operations, sales, marketing and service

STEP 3 Looks complicated? Maybe you've got a software hairball!

