



**NETSUITE**

ONE SYSTEM. NO LIMITS.



# The Top 10 Reasons to Choose NetSuite

Now more than ever, NetSuite's integrated on-demand business suite makes good sense for mid-sized companies. Here are 10 reasons why.



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## The Top 10 Reasons to Choose NetSuite

The knee-jerk reaction in today's financial climate is to make deep cuts in operating expenses. However, there's a better way to reduce your overhead, while driving new revenue and gaining unprecedented control over your company. Now more than ever, switching to NetSuite's integrated Software-as-a-Service (SaaS) business suite makes good sense for mid-sized companies for a number of reasons.

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### **1 Better decisions with real-time metrics.**

Today's business environment requires you to make tough business decisions with the best information available. Unfortunately, most executives can only see their business in the rear-view mirror, which makes it hard to course-correct accurately in real time. With NetSuite's real-time dashboards, you get immediate, real-time insight into every aspect of your entire business — sales, marketing, fulfillment, operations, finance, and services — so you can see what's working and what's not. Immediately. Then you can act with maximum impact.

NetSuite is the first and only business application with built-in, customizable dashboard views baked in — they're not add-ons that require a team of business analysts and specialized business-intelligence software. You simply turn on the metrics that you need to see. Point, click, results.

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### **2 Enterprise-class power in a single suite designed and priced for mid-sized organizations.**

With NetSuite, you get the power of an enterprise-class application without the overhead you don't need. This full business suite gives you business-process functionality that's typically only available to large companies willing to invest millions in applications like SAP or Oracle.

NetSuite's SaaS architecture allows it to deliver all of this functionality while still meeting the budgets of mid-sized organizations. You'll be able to automate business operations across all of your departments and roll up vital information in real time, so you can make the right decisions to drive top-line growth and cash flow.

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### **3 Grow your company, not your systems.**

According to industry analyst firms like Gartner, smartly run mid-sized companies often grow faster than the industry average in tough times, simply by responding quickly to a changing environment. For that you need real-time metrics, the kind you can only get with NetSuite.

Because NetSuite is a SaaS solution, it lets you focus on your business, and not the infrastructure that runs it. We take care of the hardware, software, upgrades and security. And, as your business grows, NetSuite grows with you, without adding cost and complexity. NetSuite's SaaS architecture ensures that you'll never need to add hardware or perform additional integration in order to keep up with our latest upgrades. NetSuite lets you focus on the business decisions that grow your business, instead of the infrastructure that slows you down.

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## **4 You manage your business. Let us manage the software.**

In today's economic climate, SaaS makes sense. NetSuite deploys quickly, you pay for only what you need, and there are no capital expenses. Plus, NetSuite never becomes shelfware, because you only pay for those who use it. When one textiles company moved to NetSuite, their CFO reported a conservative \$700,000 savings and has been able to reduce monthly operating costs by 80%.

With NetSuite's SaaS architecture, there's no hardware to procure and no large, up-front license fees. This complete business suite replaces the need for multiple software products to run the various functions of your front and back office. All of which means growing and mid-sized enterprises can save hundreds of thousands of dollars by standardizing on NetSuite. Nucleus Research reported that deploying NetSuite can deliver a positive ROI in fewer than nine months.<sup>1</sup>

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## **5 Built-in integration that reduces costs and increases productivity.**

NetSuite unites fragmented data while automating processes from end to end. So you don't incur the costs of consultants and middleware vendors to cobble together multiple systems. Within a single, powerful application, NetSuite combines CRM, accounting/ERP and e-commerce capabilities — and then rolls up the data from all of these applications into a clear and fast dashboard.

In contrast, with limited point solutions like salesforce.com, Intacct, and Microsoft Great Plains, you'll spend significantly more on integration, maintenance, and training. You'll need software and professional services to get the solutions to talk to each other, business intelligence software to show you what's going on, and business analysts to help you figure out what it all means. With NetSuite, all that work is done for you. In fact, according to the Yankee Group, an on-demand suite can deliver up to 59% lower total cost of ownership (TCO) than an on-premise, best-of-breed point solution — even when evaluated over a three-to-five-year period.<sup>2</sup>

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## **6 NetSuite works the way you do, using your industry's processes.**

NetSuite was designed and built around the concept of providing vertical solutions. Building on ten years of experience, we've developed industry-specific vertical solutions that will meet the needs of your particular system out of the box. NetSuite also offers complete flexibility for configuration and customization through the SuiteFlex technology toolkit and the NetSuite Business Operating System (NS-BOS).

NetSuite offers pre-built solutions for industries such as software, services, wholesale/distribution, and e-commerce. This lowers your customization and training costs, since the software already works the way you and your people do. In addition, developers have used the NS-BOS as a platform to create more than 20 industry-specific applications that integrate seamlessly with NetSuite.

<sup>1</sup> "ROI Evaluation Report: NetSuite," Nucleus Research, March 2008.

<sup>2</sup> "TCO of On-Demand Applications is Significantly Better for SMBs and Mid-Market Enterprises," Yankee Group, June 1, 2005.

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## **7 The only on-demand system designed to run a global business.**

Only NetSuite OneWorld gives you real-time visibility across your entire enterprise, worldwide. NetSuite OneWorld automatically handles the challenges of dealing with different currencies, tax rules, and reporting requirements. It's the only on-demand system to deliver real-time subsidiary-management and business-consolidation capabilities for multinational mid-market companies, including front-office, back-office and e-commerce operations. According to Nucleus Research, one company using the OneWorld platform believes the system paid for itself within the first 60 days; another multi-entity international company improved speed-to-close by half while reducing days sales outstanding (DSO) by 5%.<sup>3</sup>

NetSuite OneWorld also makes it easy to explore new markets. All a remote installation needs is an Internet connection and a browser, something anybody can do without deploying an entire IT team. So NetSuite not only runs your global business, it does so cost-effectively.

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## **8 All the services and support you need for winning results.**

Usually the biggest expense in deploying a business management system is the army of consultants needed to get it up, running, and integrated with your other systems. Drawing on ten years of experience serving more than 6,000 customers, NetSuite has created a methodology based on best practices for implementing this SaaS business suite quickly and cost-effectively.

The NetSuite SuiteSuccess program offers you all the professional services and training you need to start showing a return on your investment fast. Then our SuiteSupport team takes over to make sure that you continue to get the most out of your solution, with 24/7 access, and dedicated and knowledgeable staff.

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## **9 The largest and most successful customer base of any on-demand business suite.**

More than 6,000 midsized organizations across a wide range of industries use NetSuite every day, including many that have switched from vendors such as Microsoft Great Plains, salesforce.com and even SAP. The reason: NetSuite provides them with a single system to run their entire business more efficiently and at a much lower cost than competing solutions.

Every quarter, hundreds of companies of all shapes and sizes choose NetSuite to run their businesses faster and leaner. It's the choice of savvy businesses worldwide.

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## **10 NetSuite is a publicly traded company with a strong balance sheet.**

NetSuite (NYSE: N) is here to stay. Founded in 1998 by Oracle CEO Larry Ellison and technology guru Even Goldberg (who is still our CTO), we've enjoyed 35 consecutive quarters of increased revenue while traditional mid-market applications vendors have struggled. In the last quarter, more than 400 new customers chose NetSuite to run their businesses. Making NetSuite a company you can trust.

<sup>3</sup> "Research Note: NetSuite Helps Global Companies Cope," Nucleus Research, April 2008.

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"None of...NetSuite's rivals have packaged together the full complement of back office, front office and e-commerce capabilities into an integrated, software-as-services offering."

**Laurie McCabe**  
Vice President  
AMI Partners

"NetSuite breaks the limitations of traditional CRM systems by integrating complete back-office and front-office systems in a simple application. For the first time, mid-market companies can go from lead to sale to shipment to service without ever having to integrate data from disparate systems."

**Denis Pombriant**  
Managing Principal  
Beagle Research Group

"[With NetSuite] a customer begins to realize ROI immediately... with no hardware to procure, no up-front license fee, and no complex set-ups."

**Jayson Maynard**  
Research Analyst  
Credit Suisse

"We were spending 3% of our revenue on SAP. By switching to NetSuite, we reduced that cost to 0.1% of revenue."

**David Stover**  
Chief Financial Officer  
Asahi Kasei Corp.'s Dorlastan fiber division