



SUITEFLEX

SuiteFlex – the NetSuite Application Development Platform:

- Application Customization
- Creation of New Third Party Vertical Applications
- Business Process Management

SuiteFlex includes:

SuiteScript – Programming Extensions

- User Event SuiteScripts
 - Before load: Can use SuiteScript UI Objects to extend forms
 - Before and After Submit
- Scheduled SuiteScripts
- SuiteScript Portlets
 - Using SuiteScript UI Objects for forms or lists
 - Custom HTML
 - Data can come from third party servers
 - Custom parameters allow true mashups
- Suitelets (aka SuiteScript Servlets)
 - Custom Front Ends
 - From Scratch
 - Using SuiteScript UI Objects
 - Custom Back Ends
 - E.g., Response to online forms
- Client SuiteScript

SuiteTalk – Web Services

SuiteBuilder – Point and Click Customization

- Color Themes
- Record Re-naming
- Custom Roles
- Custom Lists
- Custom Fields
- Custom Forms
- Custom Sub-tabs
- Custom Records/Objects
- Custom Tabs
- Custom Centers

The Ultimate Platform for Business Process Customization

Your Business, Your Suite

SuiteFlex is the technology platform for customization, verticalization, and business process automation within NetSuite. SuiteFlex gives customers, partners and developers all the tools they need to easily customize all aspects of NetSuite.

You Can Tailor NetSuite to Meet Your Exact Business Requirements

- Customize end-to-end business processes to your precise company and industry requirements
- Build the new functionality, workflows and processes your business demands
- Connect to legacy and third party applications and content providers
- Personalize roles to optimize individual and team productivity

Developers Can Customize, Extend, and Build Applications within and on Top of NetSuite

- Customize functions and processes to exact industry requirements
- Build and sell entirely new business processes
- Build and sell entirely new vertical applications

SuiteScript

Build new functions, processes, and entire applications and host them in NetSuite.

SuiteTalk

Seamlessly extend NetSuite to legacy systems and third-party vertical applications.

SuiteBuilder

Personalize and configure NetSuite with easy-to-use, point-and-click tools.

SuiteFlex Benefits

- ✓ **Unlimited Customization.** No more settling for a “one size fits all” hosted application solution. SuiteFlex transforms NetSuite into your company’s software, complete with your terminology, your functions and business processes.
- ✓ **Easy Verticalization.** Verticalization to your industry-specific needs has never been easier.
- ✓ **Customizations Don’t Break.** Customizations and extensions carry forward seamlessly with upgrades, making maintenance nightmares a thing of the past.
- ✓ **Open.** Standards-based Web Services make it simpler to extend NetSuite to other systems, vertical solutions, and third party add-on capabilities.
- ✓ **Reliable.** Applications you build using SuiteFlex are hosted within NetSuite — which comes complete with a 99.5% uptime guarantee, robust Oracle & J2EE architecture and world-class security infrastructure.

 **Find out more: engage@exploreconsulting.com 425.462.0100**

No On-Demand Application Service Is More Customizable or Extensible

SuiteFlex makes NetSuite the world's most customizable and extensible on-demand application service, delivering unique capabilities not found in any other on-demand solution.

- SuiteBuilder overcomes the hurdles of customization, allowing users to focus on "Click Not Code." Configuration capability is point and click enabled for everything from simple database field additions to form customization to complex, data object manipulations.
- Many-to-many data relationships between both standard and custom records and objects give you complete flexibility in managing additional mission critical data.
- Customize, automate or create new business processes that fit your needs using SuiteScript.
- SuiteTalk extends and integrates your NetSuite application while maintaining full data integrity and enforcing application logic.
- In depth support for ERP and CRM objects using uniform APIs makes it easy to reuse your integration tools and resources across distinct business functions.
- In depth support for ERP and CRM objects using uniform APIs makes it easy to reuse your integration tools and resources across distinct business functions.
- Suitelets, the latest addition to the SuiteScript family, encompasses all previous customization and scripting functionality into a new set of APIs, giving you an unprecedented platform to invent and deploy new applications hosted by NetSuite.
- Use Suitelets to create and blend custom user interfaces with NetSuite core and custom objects to create web pages or backend processes on the fly.
- Custom color themes, company logo placement and custom terminology allow NetSuite to be stamped with your corporate brand and help personalize NetSuite to your business and industry.

SuiteBundler Enables the "Service as Software" Revolution

SuiteFlex leads a dramatic new concept for the Software as a Service market — "Service as Software". Third parties can use the new SuiteFlex SuiteBundler to deliver new integrated vertical solutions by packaging their Suitelets and other extensions with NetSuite's core Accounting/ERP/CRM/Ecommerce application. SuiteBundler's new capabilities allow solution providers to embed their industry-best practices, knowledge and applications — traditionally delivered as one-off services — into the actual NetSuite application. SuiteFlex

enables in-house developers and systems integrators to extend these capabilities by developing entirely new workflows and applications that meet the needs of specific industry segments. For partners building such extensions to NetSuite, the new SuiteBundler enables them to package the custom applications and workflows for a vertical market, and sell them over and over again.

High-End Customization without the Headaches

NetSuite addresses a major shortcoming of traditional application customization by automatically carrying forward customizations with each new release. Most mid-market or enterprise products are highly customizable — but at a high cost. The customization typically requires significant consulting resources since many of the systems' customizations must be made via product-specific programming language.

Customization of these systems is typically complex to install and even more complex to upgrade. The bane of customizations has long been the requirement for specialized migration and maintenance, thus making any upgrade an expensive time and resource-consuming drudgery. Consequently, companies all too often postpone upgrades as long as possible, or even to make the decision to switch to alternate products or platforms rather than upgrade.

NetSuite's approach extracts the data and metadata for customizations from built-in functionality. This enables companies to have seamless customization migrations handled by NetSuite so you can carry forward your changes with the latest capabilities of NetSuite — without cost, and headache free.

Build and Share SuiteFlex Innovations via Open Source

NetSuite, in partnership with our users, partners and developers, offers SuiteSource — a collaborative open source directory — for sharing SuiteFlex customizations, integrations, and applications with other members of the NetSuite community.

SUITESCRIPT

If You Build It, They Will Flow

SuiteScript is the SuiteFlex toolset customers, partners and developers use to build and host everything from simple functions, to new business process flows, to entirely new applications within NetSuite. SuiteScript provides all the benefits of robust application architecture and on-demand hosting efficiencies for seamless interaction between NetSuite standard and custom processes.

SuiteScript is comprised of several components enabling the most useful customization in SaaS:

- **Suitelets** – extensions to SuiteScript let you build a custom interface that is hosted within the NetSuite framework. Suitelets allow for completely custom HTML, Flash or NetSuite-based front-end development that can be build from scratch or by leveraging revolutionary SuiteScript UI Objects. Suitelets can also serve as the back-end for external HTML interfaces, providing complete flexibility in developing application extensions to NetSuite.
- **Portlet SuiteScript** – scripted Dashboard portlets allow for listing of any NetSuite content on the Dashboard or inclusion of external data-feeds via RSS, HTML or Flash, as well as Web 2.0 mashups (e.g. instant messaging, maps, blogs, more) via embedded Inline HTML fields, or iFrames.
- **Scheduled SuiteScript** – facilitates business process customization via JavaScript extensions and allow for records to be processed as a scheduled batch to automate workflows such as re-assignment of stale leads, drip-marketing or scheduling of collection calls based on days overdue.
- **User Event SuiteScript** – SuiteScript can be used to enforce data validation and business rules. User Event SuiteScripts are triggered as users work with records and data changes in NetSuite as they open, edit or save records.
- **Client SuiteScript** – field-level calculations, alerts and business logic are facilitated by SuiteScripts which run within the user's browser as they work with data and records within NetSuite. Additionally Server SuiteScript APIs can be invoked via the Client SuiteScript code to apply business logic beyond a single record.

SuiteScript — The Secret Sauce

SuiteScript is built on industry standard JavaScript and introduces customization capabilities that allow complex processes with branching logic and time-based decision trees to be automated. SuiteScript provides Application Programmer Interfaces (APIs) to NetSuite objects or custom objects added by the customer, all of which are acted upon within the NetSuite framework. SuiteScripts can be triggered by user events such as new records or changes to existing records, or be scheduled to run in batch mode. They can trigger NetSuite standard activities, create or modify data in the system, communicate with external data sources or even string together specific pages into a multi-step workflow process, complete with decision tree branching capabilities. As a result, time-based workflows and escalations such as drip-marketing based on orders and collections escalation can be automated.

In addition, Suitelets allow you to construct a new custom front-end from scratch or build a completely custom back-end process and host it inside NetSuite. Suitelet technology is comparable to what is commonly referred to as Servlet and opens up numerous new possibilities for the SuiteFlex platform. You can create a multi-step online form for your customers. Each step can be branched and customized based on user's choices on previous steps, tailoring user experience for a more effective customer interaction. A standard sales order form can be extended to include a custom product configurator using Suitelet UI objects, complete with custom slaving of available options, to make order entry for complex products less cumbersome.

Portlet SuiteScripts be used to define and publish custom content to your dashboard. A portlet can contain HTML for flexible presentation of content, including images or flash. You can also create and publish a simple form with one submit button, or create a custom list of your search results.

Benefits

- No more settling for a "one size fits all" hosted application solution.
- As a core system, NetSuite requires NO customization or integration for many things such as invoices, projects, billings that would normally require heavy customization and integration in other CRM systems and even in some Accounting/ERP systems.
- Users and developers gain inherent efficiencies of a hosted, on-demand solution and the robust application architecture behind it.
- Guaranteed uptime of 99.5% which would normally prove cost-prohibitive.
- Leverage the native power of common, shared objects such as Dashboards, Search, Roles and Permissions.
- SuiteFlex custom applications carry forward seamlessly with upgrades.

Features

- Standards-based SuiteScript code adds powerful validation, custom business process flow, and enforcement.
- Enables creation of front-end user interfaces on the fly using standard HTML or UI objects for NetSuite look and feel.
- Allows custom back-end development to meet highly specialized vertical needs.
- Highly customized dashboards for flexible presentation of content.
- Seamlessly encompasses and extends all customization capabilities available as part of the SuiteFlex platform.

One System-SuiteScript customization and custom extensions are in-system and integrated, removing any maintenance headaches during upgrades.

SUITEBUILDER

Easy-to-use, point-and-click tools provide unlimited personalization, configuration, customization and vertical tailoring all managed in-system.

It's Your Business-Make NetSuite Your Software

• Dashboard Personalization

Now every user gets their very own software. From key performance indicators to performance snapshots, trend graphs, job reminders, and report and transaction shortcuts, each person in your company gets the tools they need for highest productivity. Who says software has to be boring? Add drag-and-drop content layout, RSS feeds from ESPN to pork belly futures, and favorite college color schemes, your teams will work hard and be happier doing it.

• Company and Process Configuration

SuiteBuilder lets you set up NetSuite to your company and industry requirements. SuiteBuilder allows industry and business specific terminology to be applied throughout NetSuite by re-naming standard objects such as Customer to Client. Standard objects can also be customized with the addition of fields to track additional data points. These custom fields can be organized on custom forms that utilize proven user interface elements such as sub-tabs. Custom fields can also be added to customized list views, leading to convenient eXtreme list editing capabilities. Additionally, Published Tabs can be created to share information, documents and other files for purposes such as Intranets and collaboration portals.

• Customize Data Relationships and User Interface

Fundamentally alter NetSuite's Web-native, on-demand products with the addition of database tables via Custom Records. Custom Records can stand-alone or easily tie in with standard objects such as customers or items in data relationships ranging from one-to-one, one-to-many, to many-to-many. SuiteBuilder also allows application extensions built and hosted within NetSuite to leverage user-interface elements such as drop-down navigation, eXtreme list editing and real-time dashboards. Custom Centers and Tabs let users easily build entire Centers (and roles) from scratch-including all the tabs, all the

links, all the dashboards allowing users to tailor the NetSuite User Interface to be exactly right for their company's use.

• SuiteBuilder tools include:

- Color Themes
- Record Re-naming
- Custom Roles
- Custom Lists
- Custom Fields
- Custom Forms
- Custom Sub-tabs
- Custom Records/Objects
- Custom Tabs
- Custom Centers

SuiteBuilder Benefits:

- SuiteBuilder makes NetSuite your company's very own solution, complete with your terminology, your corporate branding, your key data points, forms, and fields.
- SuiteBuilder overcomes the hurdles of custom application creation to focus users on "Click Not Code". Database extension capability is point and click enabled, greatly simplifying complex database table additions.
- Many-to-many data relationships between custom records/objects or even standard objects give you complete flexibility in managing additional mission critical data.
- Custom color themes and company logo placement allow NetSuite to be stamped with a customer's corporate brand.
- Custom terminology helps personalize standard NetSuite fields to your business and industry. For example, a service company may want to rename "Customer" to "Client".
- Advanced search capabilities allow for complex AND/OR expressions, criteria nesting, table joins and even result summarization such as Count, Sum, Avg. and Group.
- Fields can be placed as footers on list views and when selected, serve to filter the records displayed in the list.
- Dynamic sourcing & filtering on custom fields ensure data consistency, ease of entry.
- SuiteBuilder configuration and customization carry forward seamlessly with upgrades.
- Customization to your company specific transactional needs has never been easier.

SUITETALK

SuiteTalk integration makes it easy to enhance, extend, and integrate third party and legacy systems seamlessly with NetSuite.

Integration By Mere Mortals

Just say “no” to proprietary integration tools. Say goodbye to expensive consultants that drink your coffee and eat your doughnuts. Stop walking on eggshells when your processes change. SuiteTalk integration is so straightforward that it can be managed- and maintained- by mere mortals.

- Simple Object Access Protocol (SOAP), standards-based Web service APIs extend NetSuite to other systems, third party vertical applications and legacy applications, or build add-on capabilities.
- SuiteTalk gives you the ability to use any programming language or platform that supports the SOAP standard in order to generate NetSuite business objects in that language, such as Java or Microsoft .NET.
- In-depth CRM and Accounting/ERP objects are exposed for simpler integration.
- SuiteTalk uses a role-based authentication model similar to the NetSuite user interface.
- SuiteTalk includes a comprehensive, error-handling architecture that utilizes error and warning codes, as well as some of the built-in SOAP constructs for error handling.
- There's full support for customization, including strongly typed custom fields with automatic validation based on the field type.

SuiteTalk Benefits

- NetSuite is modular allowing you to address key business pain or opportunities with a flexible, open application. When you want to add NetSuite functionality, you can extend it seamlessly with the click of a button.
- Companies with existing systems can tie NetSuite seamlessly to those legacy systems while using NetSuite and its single data repository as the system of record.
- Build and extend business processes across systems while maintaining a single data repository for business intelligence based on consolidated, rationalized data for intelligence you can trust.
- SuiteTalk lets you embrace the power of Web 2.0 tools (e.g. instant messaging, blogs, maps, etc.) seamlessly with your business processes.

