NETSUITE

NetSuite Software Company Edition

NETSUITE SOFTWARE COMPANY EDITION OFFERS THE INDUSTRY'S FIRST AND ONLY:

- Integrated advanced financials, revenue recognition, contract management and billing
- Role-based, customizable dashboards
- Integrated CRM, accounting/ERP, ecommerce

The One Integrated Application to Manage Your Software Business

With **NetSuite Software Company Edition**, NetSuite provides the leading cloud-based integrated ERP/financials for software, Software as a Service (Saas) and Web 2.0 companies. Leveraging NetSuite, your software company can manage its entire front- and back-office operations through a single, flexible, powerful business application. Integrating advanced financials, revenue recognition, billing, CRM, ecommerce and more, NetSuite provides a complete on-demand solution tailored to the unique needs of the software industry.

As a software company, NetSuite understands the challenges of managing a global software business across thousands of customers and employees. The NetSuite Software Company Edition features software-specific capabilities that your company needs to address the industry's requirements—evolving revenue recognition rules, recurring revenue management, real-time visibility and more. Unlike on-premise vendors or niche tools that require high maintenance or don't focus on software-specific requirements, NetSuite's solution is built from the cloud up to help your company understand and manage performance and optimize revenue and growth.

More than 750 software companies run their business on NetSuite—and we do too. Here's why NetSuite is the best application for software companies.

Software Needs	NetSuite Software Company Edition
Lack of timely financial reporting	• Real-time financial reports • Granular drill down and visibility into cash management
Inefficient financial management	• Complete coverage across all major accounting processes—order to cash, purchasing, expense management • Accelerate the financial close
Complex revenue recognition	• Complete coverage across all major accounting processes—order to cash, purchasing, expense management • Accelerate the financial close
Lack of real-time visibility	• Real-time role-based dashboards • Pre-defined KPIs for software companies
Inefficient recurring revenue management	• Complete control of the renewals process • Manage billing for subscription and maintenance streams
Lack of single customer repository	• Finance and sales integration • Advanced quote management • Cross-sell and up-sell management

Find out more: contact NetSuite, Inc. at 1-877 NETSUITE or visit www.netsuite.com

NetSuite Software Company Edition features include:

ACCOUNTING/ERP

- Revenue Recognition
- Advanced Billing
- General Ledger
- Accounts Receivable, Accounts Payable
- Advanced Financials
- Project Accounting*
- Budgeting
- Multi-Currency
- Order Management
- Purchasing
- Standard, Customizable Reports
- Accounting Period Management
- Renewals Management*
- Global Business Management*

CUSTOMER RELATIONSHIP MANAGEMENT

- Sales Force Automation
- Marketing Automation
- Customer Support and Service
- Incentive Management*
- Offline Sales Client*
- Issue Management*
- Partner Relationship Management

DATABASE-DRIVEN WEBSITE/WEBSTORE

- Front- and Back-Office Integration
- Electronic File/Software Delivery*
- Affiliate Marketing
- Customer Acquisition
- Customer, Partner Self-Service
- Website Analytics*
- eBay Integration

EMPLOYEE MANAGEMENT AND PRODUCTIVITY

- Role-Based Dashboards
- Project Tracking
- Paperless Expense Reports
- Advanced Calendaring
- Activity Time Management
- Employee Records
- Purchase Requisitions
- Document Management
- Employee Self-Service*
- Saved Searches
- RSS Content
- Direct Drill-Down

*Some features sold in add-on module

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Advanced Financials with Revenue Management and Revenue Recognition

Financial management is complex in any industry, but arguably the software industry has some of the most complex financials around. For most software companies one of the biggest stumbling blocks is managing revenue recognition and billing schedules—all while ensuring compliance. Few financial packages provide all of these tools together, forcing companies to resort to spreadsheets or third-party standalone packages. NetSuite gives you one financial system that manages accounting, complex billing and revenue recognition—so there's no more double entry.

COMPLETE FINANCIALS

NetSuite's financial management software solution is used by thousands of organizations to manage their accounting needs. It accelerates financial close, provides strong expense management and offers streamlined and auditable revenue recognition management, with support for the latest standards. NetSuite accounting includes full general ledger, accounts payable and receivable, multiple budgets, multi-currency, online bill pay, allocations and multi-company consolidations, all with real-time reporting.

REVENUE RECOGNITION

The complexity of revenue recognition for most software companies is daunting. Trying to keep track of evolving requirements and determine if they apply to your company is sometimes almost as complex as the regulations themselves. Unfortunately for most companies, dealing with these different regulations often results in offline spreadsheets or third-party packages that cause further issues.

NetSuite supports the latest AICPA, FASB and SEC regulations (including SAB 101, SAB 104, SOP 97-2, EITF 08-01, EITF 09-03 and SOP 81-1). NetSuite accommodates the requirements of EITF 08-01 and EITF 09-03 relating to Estimated Selling Price (ESP), including relative allocation based on ESP. NetSuite also accommodates the requirements of SOP 97-2 and 98-9 relating to Vendor Specific Objective Evidence (VSOE), including the Residual Method and a separate VSOE price for every item. Percent Complete Revenue Recognition allows companies to recognize revenue in conjunction with the completion of a project. NetSuite supports Sarbanes-Oxley compliance and enables you to manage GAAP revenues and billings separately—a critical operation for most software companies.

RENEWALS MANAGEMENT

Renewal revenue is a critical source of revenue for most software companies and managing and optimizing these revenue streams is critical to their long-term health and success. Yet many companies suffer revenue leakage and customer churn because they rely on cumbersome and inefficient manual processes to manage renewals and account for recurring revenue. The many spreadsheets and organizational handoffs involved introduce costly errors and delays, obscure visibility into the pipeline and rob companies of the opportunity to capitalize on the full potential of contract-based business. In many cases, software companies leave money on the table because they cannot respond quickly enough to expiring customer relationships.
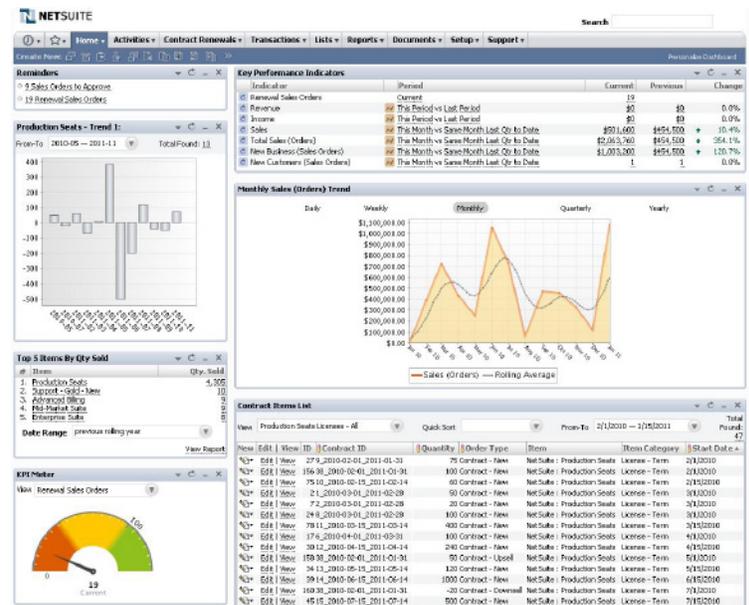
Personalized dashboards provide a real-time view into company performance across finance, sales, marketing and service.

NetSuite provides the critical end-to-end functionality that software companies require to manage their renewal business. NetSuite uses a single repository for customer management, facilitating the tracking and renewal of contracts, including subscription licenses as well as maintenance and support. Additionally, NetSuite allows you to automate renewals through a flexible and powerful process to track renewable assets and maximize revenue. Software companies can reduce costs through better billing efficiencies and gain real-time visibility into the installed base, pipeline and status of renewal revenue, upsells and returns.

ADVANCED BILLING

The nature of most software companies is to create products and services that uniquely meet the requirements of their customers. Unfortunately from a financial perspective, this can cause complexities in the billing process that result in manual work and errors.

NetSuite allows finance departments to automate billing processes, reducing errors and saving the company time and money. Software companies can customize billing schedules and templates to automate the creation of invoices based on license agreements and service contracts. Milestone billing schedules let software companies bill as work is completed according to the service contract. Billing schedules can be applied to an entire sales order or to each specific item in an order and indicate what is to be invoiced and when, providing more granular visibility into cash flow from period to period. Powerful reporting capabilities provide accurate billing forecasts.

> **The greatest common benefit NetSuite customers achieve from the application is visibility into information for decision-making.[1]**

REAL-TIME REPORTING AND VISIBILITY

What if you could provide decision-makers with a clear and timely view into how the business is performing across sales, bookings, billings, backlogs, marketing and customer service? NetSuite provides users with role-based dashboards that allow them to monitor everything in the business relevant to their role—in real time.

Using NetSuite, "information at your fingertips" is a reality and you can see data trends in leads, opportunities, service issues, expenses and more. It's all managed with point-and-click content additions and drag-and-drop layout. NetSuite dashboards address the specific needs and best practices for every major user in a software organization, including the CEO, CFO, controller, sales VP, sales manager, renewals manager and support staff. Software-specific KPIs ensure that your company can easily track key metrics such as recurring revenue, billings, cash, forecasts and more.

GLOBAL BUSINESS MANAGEMENT

Global software companies often have multiple subsidiaries, business units and/or legal entities. NetSuite OneWorld allows software companies to manage on a global scale, with capabilities to adjust for currency, taxation and legal compliance differences at the local level, while executing regional and global business consolidation and roll-up. It provides real-time global visibility into sales, service and financial performance and helps ensure consistent, compliant management across the organization, locally and globally.

DEFERRED REVENUE MANAGEMENT

NetSuite lets you recognize deferred payments within regulations and guidelines, all within NetSuite Financials. Deferred revenue reports deliver detailed data on both posted and forecasted revenue. NetSuite gives you easy access to detailed historical and future views for more accurate business management and planning.

PRICING MANAGEMENT

NetSuite makes it easy to manage sophisticated pricing models. NetSuite supports a variety of pricing mechanisms, including standard, volume, promotional, customer, industry-specific pricing and more in an easy-to-manage matrix.

REVENUE FORECASTING

NetSuite takes the guesswork out of revenue forecasting. With all aspects of revenue managed in NetSuite, not offline in spreadsheets and third-party systems, your revenue forecasts are based on consolidated, real-time data for accurate, confident forecasting. Unlike standalone CRM solutions, NetSuite lets you see revenue from both your sales pipeline and existing customer base.

> **Software companies moving to NetSuite can expect to reduce or avoid at least one FTE's time devoted to reporting; most will experience more significant savings.[2]**

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GAAP AND REGULATORY COMPLIANCE

With a complete set of audit trails, NetSuite simplifies compliance with GAAP, FASB, SEC and AICPA regulations and standards. NetSuite facilitates Sarbanes-Oxley Section 404 compliance by supporting internal controls and providing accurate, timely reporting and enabling individual accountability through a complete audit trail of all processes and transactions.

REDUCED OVERHEAD

NetSuite's integrated financial management has been proven to enable significant reduction in the size of finance departments in software companies. Greater productivity from integration, real-time tracking and reports, and auditing tools reduce the overhead that typically burdens software companies.

The Best CRM for Software Companies

NetSuite CRM+ for software companies delivers powerful CRM capabilities, including sales force automation (SFA), marketing automation, customer support and service, and flexible customization. And unlike typical CRM solutions, NetSuite CRM+ includes powerful sales performance, order management and marketing effectiveness capabilities as standard.

NetSuite CRM+ is the only CRM solution that is completely integrated with the back office—order management, fulfillment and financials—reducing manual entry and risk of error, and accelerating processes. This seamless integration ensures your business is operating on the same customer and transactional data—and gives you real-time visibility into your customer lifecycle—from lead to close to fulfillment. With NetSuite, you can easily manage the entire customer lifecycle—from suspect to quote, order, service, and repurchase—from anywhere at any time.

SOFTWARE-SPECIFIC MARKETING

NetSuite provides rich, software-specific reports on lead generation, and more importantly, lead conversion to revenue. Keyword tracking and website analytics provide visibility into specific search engine referrers and natural keyword metrics so that software marketers can intelligently leverage the effective ad-word marketing channel.

COMPLETE LEAD-TO-ORDER AND ORDER-TO-CASH PROCESSES

NetSuite manages the complete lead-to-order process in-system, and automates the complete order-to-cash lifecycle with integrated order management serving as the critical pipeline between customer-facing CRM and back-office accounting/ ERP and financials. Integrated order management allows you to accurately fulfill and account for orders. It also provides histories for inquiries, support, and upsell and cross-sell of products and services.

SOFTWARE SALES FORECASTING

NetSuite includes the capability to manage multiple quotas and corresponding forecasts and commission plans. For example, for companies delivering Software as a Service, it is useful to give sales people one quota for gross billings and a separate quota that measures the first-year value of deals.

SOFTWARE COMMISSIONS MANAGEMENT

With its forecasting technology, NetSuite allows for complex, multi-tiered commission schemes around billings or other revenue measures—such as first-year deal value—as they relate to multiple quotas. In addition, support for mid-year accelerations and other sales kickers allows a software company to further incent the sales team.

MOBILE/WIRELESS

NetSuite's comprehensive support for mobile devices—iPhone, BlackBerry and Windows Mobile—ensures that your business users get real-time access to business information when and where they need it.

PARTNER RELATIONSHIP MANAGEMENT

NetSuite PRM removes the traditional arm's length partnership with reseller, referral and business development partners and makes them full allies. Now you can have the same level of visibility, transaction management and performance metrics with partners that you have with your internal sales team.

UPSELL/CROSS-SELL

Automated upsell and cross-sell functionality improves the lifetime value of customers through add-on product, support and service sales.

RENEWALS AND MAINTENANCE SALES MANAGEMENT

Renewals and maintenance sales management are built in for improved revenue management for the company and seamless service for customers. Start and end dates at the customer level and the sales order level trigger automatic reminders for contract renewal, while tailored billing schedules handle maintenance invoicing. Additional functionality provides for the automatic creation of renewals and renewal orders based on a pre-defined window.

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Integrated Back Office with Software-Specific Features

NetSuite provides you with a single system to manage your entire back office, including inventory and fulfillment, the complete procure-to-pay process, paperless expense reports, payroll and payroll integration, and employee management.

INVENTORY AND FULFILLMENT
NetSuite supports end-to-end physical inventory and distribution including shipping, receiving and returns, and allows you to track orders door-to-door.

COMPLETE PROCURE-TO-PAY PROCESS
The complete procure-to-pay purchasing cycle is handled in-system and paperlessly, with approval workflow.

PAPERLESS EXPENSE REPORTS
Self-service, paperless expense reports with approval workflow and optional payment promotes efficiency.

EMPLOYEE MANAGEMENT
Self-service capabilities empower your employees and reduce your costs. NetSuite includes purchase requests, payroll and payroll integration, and a self-service Employee Center.

REAL-TIME PROCESSES AND INTELLIGENCE
NetSuite provides real-time business processes and business intelligence across the business and partners.

Deep Services and Support Functionality

Quality of services and support are critical to software companies, both early on during implementation and over time for customer satisfaction and retention. High levels of service can be costly, and that's why NetSuite gives you the tools to provide the right level of service to the right customers at the best cost.

SELF-SERVICE CUSTOMER CENTERS
NetSuite Customer Center portals provide your customers with password-protected, self-service access to order history, outstanding invoices and trouble tickets so that you can deliver greater service at lower cost, 24/7 around the globe.

MULTICHANNEL SERVICE
Superior multichannel service with all customer interactions—live, online, email and in-person—are tracked to a single customer record.

JOB TRACKING
Job and time tracking are built into the system, allowing you to manage projects within NetSuite instead of offline.

BUG TRACKING INTEGRATION
Support for bug tracking integration improves visibility for efficient management and resolution.

> **Companies moving to NetSuite were able to get a 30 to 60 percent reduction in customer service call resolution times.[3]**

Rich Channel and Partner Relationship Management Capabilities

NetSuite lets you empower channel partners as an extension of your sales organization, making it as easy for them to sell as it is for your internal reps. Only NetSuite provides integrated partner relationship management for fast-growing and mid-sized software companies.

SALES MANAGEMENT AND ACCOUNT VISIBILITY
Joint forecasting, along with pipeline, opportunity and customer account management tools, put your channel managers and third-party partners on the same page.

JOINT MARKETING
Lead assignment and registration, together with promotional discounts and marketing campaigns, help your partners effectively market your brand.

INVENTORY VISIBILITY
NetSuite lets you provide your partners with real-time inventory access for accurate order promising.

SALES TOOLS
A sales tools encyclopedia puts the latest version of content, collateral and tools at your partners' fingertips.

JOINT CUSTOMER SUPPORT AND SERVICE
Share case history, status and new case submittal for joint customers, empowering partners to act as first-level customer support and service.

3 Nucleus Research, "NetSuite's Impact on Software Company Performance," January 2011.

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NetSuite Issue Management

NetSuite lets you track and manage defects or enhancement requests with a closed-loop corrective action process seamlessly integrated with support and service. Never let a product issue or other problem slip through the cracks again. NetSuite Issue Management functionality and processes are seamlessly integrated with customer relationship and case management, providing visibility across the organization as well as externally to customers via self-service portals.

- Defect tracking
- Enhancement request tracking
- Integrated with CRM
- Closed loop case management
- Version tracking
- Self-service Customer Center

NetSuite Electronic File/Software Delivery

NetSuite lets you sell files or software online and make them available for download. You can associate multiple files from the File Cabinet to a downloadable item. Any type of downloadable file can be sold in this manner, including documents, music or executables. Once purchased, the files become available for download in a password-protected area, where you can display license codes. You can also require an online form to be submitted prior to making a download available rather than a purchase, allowing for marketing campaign calls to action around white papers and collateral for lead registration.

- Sell files online
- Associate multiple files to item
- Documents, music, executables
- Manage license codes.

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

TAILOR NETSUITE TO MEET YOUR EXACT BUSINESS REQUIREMENTS
- Personalize roles to optimize individual and team productivity
- 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.

DATA SHEET
SuiteFlex combines three tools for customization, verticalization and business process management:
- **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, functions and business processes.
- Easy verticalization. Verticalization to software industry 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 simple to extend NetSuite to other systems, vertical solutions, and third party add-ons.
- Reliable. Applications you build using SuiteFlex are hosted within NetSuite—which comes complete with a 99.5% uptime guarantee, robust Oracle and J2EE architecture and world-class security infrastructure.

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NETSUITE

NO ON-DEMAND APPLICATION 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 solution.

- SuiteBuilder overcomes the hurdles of customization, with point-and-click configuration capability 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.

- Suitelets consolidate previous customization and scripting functionality into a new set of APIs, giving you an unmatched 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 back-end processes on the fly.

- Custom color themes, company logo placement and custom terminology allow you to customize NetSuite to reflect your corporate brand or industry.

High-End Customization without the Headaches

NetSuite addresses a major shortcoming of traditional application customization by automatically carrying forward your 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 upgrade. The bane of customizations has long been the requirement for specialized migration and maintenance, thus making any upgrade an expensive and time-consuming drudgery. Consequently, companies often postpone upgrades as long as possible, or may even switch to another platform.

NetSuite seamlessly carries forward your customizations during upgrades by extracting the customization data and metadata, preserving your custom-built features and interface without cost or headaches.

Amazingly Affordable

NetSuite provides dramatic cost savings relative to other combinations of front- and back-office applications, including Microsoft Dynamics GP (formerly Great Plains) with Salesforce or Microsoft Dynamics CRM, Sage Accpac and Accpac CRM, Softrax and more.

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