

## NetSuite for the **SOFTWARE INDUSTRY**

The NetSuite Software Company Edition is the only integrated cloud business suite designed specifically for software companies. It streamlines business processes and provides a comprehensive back-office and front-office foundation, so you can accelerate revenue growth.



# OVERVIEW

OVERVIEW

Benefits

Features

Customer Successes

Resources/Contact

In the software industry, success is measured by innovation and growth, and it's critical to have the right backbone to build and grow your business.

For years, the effectiveness of a software company's financial and business operations was constrained by on-premise software and manual processes. Software start-ups quickly outgrew basic accounting solutions like QuickBooks, and fast-growing international businesses found that on-premise legacy solutions were not only very costly to install and maintain, but also lacked the scalability needed to manage key business functions.

Today, NetSuite's cloud-based ERP suite delivers the right combination of scalability, flexibility, and cost-effectiveness to address these challenges. It streamlines and optimizes business processes, cuts costs, and provides

software executives a 360-degree view of the enterprise for faster, better decisions.

As a software company itself, NetSuite understands the software-specific capabilities your company needs to spur innovation and

growth while ensuring streamlined billing and renewal processes, accurate financial reporting, and the ability to meet complex revenue recognition requirements. As a cloud-based application, NetSuite lowers TCO by eliminating costs for on-premise servers, license fees, maintenance, and on-site IT support. And it delivers rapid implementation and a quick ROI.

**More than 800 software companies run their business on NetSuite—and we do too.**



CEO Zach Nelson explains how **NetSuite** uses cloud computing to bring enterprise solutions to businesses of every size.

[LEARN MORE](#)

**NetSuite Data Sheet:**  
NetSuite for Software Companies

**“We needed more than just a good accounting solution. We had to responsibly manage growth, and NetSuite provided the business application to do exactly that.”**

—SolarWinds

# BENEFITS

Overview

**BENEFITS**

Features

Customer Successes

Resources/Contact

NetSuite zeros in on pain points and provides a solid foundation for rapid growth.

### Increase Visibility for Decision Making

Business users get real-time dashboards, reporting, and alerts. Decision-makers gain personalized visibility into financial, sales, service, and marketing metrics—and can instantly drill down to take action. It's faster to gather and analyze information, and some reporting tasks can be shortened from days to minutes.

### Simplify Revenue Recognition

Revenue recognition templates allow controllers to define revenue recognition models and automatically apply them to line items in customer invoices. Dashboards and reports enable monitoring and reduce the risk of errors or non-compliance associated with multiple spreadsheets and manual processes.

### Streamline Order to Cash

Automating order-to-cash processes—including order entry, billing, and past-due alerts—increases staff productivity and speeds up the cycle. The most significant area of impact is billing, with many NetSuite customers able to reduce the time to generate an invoice from more than a week to a few days.

### Accelerate Financial Close

An integrated view of information, support for revenue recognition standards and processes, and reports and dashboards let managers view financial data on an ongoing basis. Continuous insight and built-in audit trails can significantly reduce the time and staff needed to reconcile accounts and close the books.



See how NetSuite helped **Eloqua** expand quickly into 40 different countries around the world.

[LEARN MORE](#)

**Nucleus Research Note:**  
NetSuite's Impact on Software  
Company Performance

**“You can't grow if you spend all of your time in the auditor's department. The transparency and accurate revenue recognition that NetSuite provides are critical.”**

—Eloqua

# BENEFITS

Overview

**BENEFITS**

Features

Customer Successes

Resources/Contact

Benefits (Continued)

## Optimize Recurring Revenue

From SaaS subscriptions and renewals to ongoing maintenance and support, software companies get the critical end-to-end functionality they need to effectively manage recurring revenue streams. Powerful customization capabilities make NetSuite the only solution that provides everything you need for managing a recurring revenue business without third-party systems.

## Scale Your Growth

The most consistent benefit reported by software companies using NetSuite is the ability to rapidly scale the business and provide the back-office systems foundation that stands up to the rigors of transitioning from a small privately held company to a publicly held global organization.

## Cut IT Costs

Whether you're outgrowing the capabilities of a basic application such as QuickBooks, or looking to replace multiple archaic on-premise applications, NetSuite provides a cost-effective solution that is quick to implement, boosts productivity, reduces the burden on internal IT, and scales with your business.

## Improve Sales and Customer Service Productivity

NetSuite's CRM is completely integrated with order management, fulfillment, and financials, so everyone works from the same data. Salespeople have the tools to shorten sales cycles and speed up cash flow. Customer service reps can provide fast and helpful service because they access only one system.



See how **ESET** grew its ecommerce revenue by 10 times after switching to NetSuite.

[LEARN MORE](#)

**IDC Market Spotlight:**

The Rise of Subscription Software Licensing:  
Overcoming the Software Value Disconnect

**“We have been able to customize NetSuite to meet most of our needs faster and at a lower price than we would have with any other system.”**

—ESET

# FEATURES

Overview

Benefits

**FEATURES**

Customer Successes

Resources/Contact

NetSuite is a full-featured, robust, and highly customizable solution that integrates your software business from end to end.

## One Application to Run Your Business

Software companies often cobble together numerous point solutions then augment them with spreadsheets and manual processes. Now you can stop wasting resources managing all these “silos.” NetSuite is one integrated and customizable application that can unify your processes, increase decision-making visibility, and establish the foundation for rapid revenue growth.

**NetSuite software customers accelerated time to close the books by an average of 60%.**

—Nucleus Research

## Advanced Financials with Revenue Management and Revenue Recognition

NetSuite gives software companies all the tools needed to manage revenue recognition and billing schedules while ensuring compliance. You eliminate double entries and manual reconciliations with a single financial system that manages accounting, complex billing, and revenue recognition.

## Subscription Model License, Maintenance, and Upgrades

NetSuite’s cloud subscription model provides an extended IT department, lower costs, and anytime, anywhere access. The latest software enhancements are always applied automatically, and your customizations carry over with each upgrade, eliminating the need for upgrade testing and coding.

Benefits are based on the Nucleus Research Note *NetSuite’s Impact on Software Company Performance*.



See how **Qualys** completely integrated CRM and accounting using NetSuite.

**LEARN MORE**

NetSuite White Paper:  
Why Cloud Computing Matters to Finance

**“NetSuite has allowed us to build a stable and reliable financial platform to support the company through its dramatic growth.”**

—Atlassian

# FEATURES

Overview

Benefits

**FEATURES**

Customer Successes

Resources/Contact

Features (Continued)

## Deep Services and Support Functionality

NetSuite lets you provide the right service to the right customers at the optimal cost. Self-service portals give customers access to order history, outstanding invoices, and trouble tickets. Multichannel services are tracked to a single customer record. And job and time tracking are built into the system.

## Rich Channel and Partner Relationship Management Capabilities

Joint tools for forecasting, pipeline, opportunity, and customer account management put you and your channel partners on the same page. Support for lead assignment and registration, promotional discounts, and marketing campaigns helps you market your brand together.

**NetSuite software customers can reduce the time to prepare for an audit by 50% or more.**

—Nucleus Research

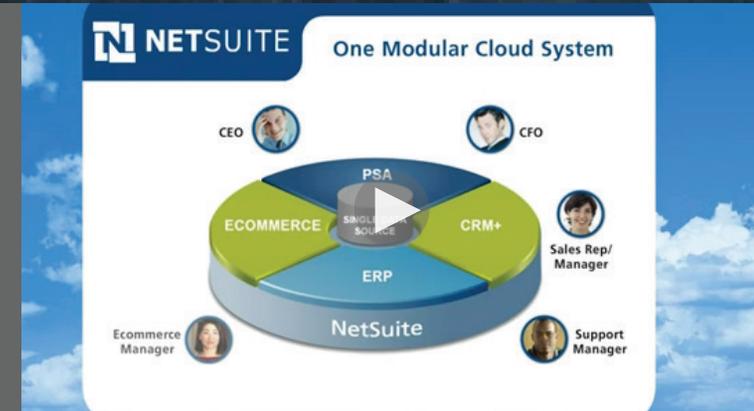
regulations and standards. It also facilitates SOX Section 404 compliance by supporting internal controls and enabling individual accountability through a complete audit trail of all processes and transactions.

## Industry-Leading Customization

NetSuite believes that customers should be able to configure their systems with minimal IT and developer costs. Our SuiteCloud platform provides powerful tools to tailor and integrate NetSuite for your unique business needs and ensures that your customizations migrate when upgrading to a new release.

## Regulatory Compliance

NetSuite simplifies compliance with GAAP, FASB, SEC, and AICPA



**Introduction to NetSuite, Part 1:** Watch a short overview of NetSuite and NetSuite OneWorld. (See Part 2 on page 6.)

**LEARN MORE**

**The Gill Guide to Finance:**  
Why Private Software Companies Grow Better in the Cloud

**“Other vendors gave us SaaS, but they had no scalability and lacked a proven track record with public companies. NetSuite gave us bulletproof corporate viability.”**

—Cornerstone OnDemand

Benefits are based on the Nucleus Research Note *NetSuite's Impact on Software Company Performance*.

# CUSTOMER SUCCESSES

Overview

Benefits

Features

**CUSTOMER SUCCESSES**

Resources/Contact

Click below to find out why more than 800 software companies have chosen NetSuite, making it the #1 cloud business management suite in the software industry.



**Introduction to NetSuite, Part 2:** Learn how NetSuite OneWorld delivers financial consolidation for global businesses.

[LEARN MORE](#)

NetSuite Software Industry Success Stories:  
Cornerstone OnDemand, Solarwinds, Tradecard

“We now trust our numbers, and that improves our ability to collaborate and make better business decisions.”

—Kana

Contact us or explore these resources to find out more about NetSuite for the software industry.

## Watch Videos



**Eloqua** manages a global software business.



**Qualys** streamlines its CRM and ERP.



**ESET** achieves 10X growth with NetSuite.



**Cloud computing:** The next—and last—great technology architecture.



Introduction to NetSuite, **Part 1**



Introduction to NetSuite, **Part 2**

## NEXT STEPS

Contact Us: 1877NETSUITE  
info@netsuite.com  
Have Us Contact You  
Take a Free Product Tour  
Schedule a Demo



Visit our website

## LEARN MORE

**NetSuite Data Sheet:**  
[NetSuite for Software Companies](#)

**Nucleus Research Note:**  
[NetSuite's Impact on Software Company Performance](#)

**NetSuite Software Industry Success Stories:**  
[Cornerstone OnDemand, Solarwinds, Tradecard](#)

**NetSuite White Paper:**  
[Why Cloud Computing Matters to Finance](#)

**The Gill Guide to Finance:**  
[Why Private Software Companies Grow Better in the Cloud](#)

**IDC Market Spotlight:**  
[The Rise of Subscription Software Licensing: Overcoming the Software Value Disconnect](#)

## NETSUITE PARTNERS

The NetSuite Software Company Edition is supported by a thriving ecosystem of partners who provide innovative third-party solutions tested and developed specifically to work with NetSuite.

[Learn more.](#)

