THE VALUE OF A TRUE CLOUD ERP PLATFORM

NetSuite Perspectives

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Read Time: 14 minutes

THE VALUE OF A TRUE CLOUD ERP PLATFORM

NetSuite Perspectives

Our Experience

Today, cloud computing is at the forefront of the shift to the digital business and enabling companies to adapt to these changing models, both strategically and operationally.

Companies with a cloud-first strategy have learned that the cloud's real value comes with being able to delegate the Service Level Agreement (SLA) of an entire solution, from infrastructure to application, instead of components. It is also widely recognized that integrated suites reduce complexity, increase reliability and cost less—it's just that now, with cloud, the suite includes hardware, security and operations. Most agree that the cloud paradigm has cost and convenience benefits: availability, speed, agility and TCO, enabling faster development processes and providing higher reliability and lower risk. Companies that take an ad hoc approach miss out on many of cloud's benefits and experience a variety of pitfalls.

In the current state of the market, not all cloud providers can step up to the challenge of providing an integrated offering, and that forces companies to manage more than they want to.

NetSuite Value Proposition

As a leading Cloud ERP company, NetSuite has championed the cause to deliver not only a true cloud platform but also strived continuously to develop a truly integrated suite for our growing global customer base of more than 40,000.

Further, the SuiteSuccess customer engagement model is already helping hundreds of new customers deploy the platform faster and leverage leading business process practices to both create and realize value within their organization much sooner than traditional approaches.

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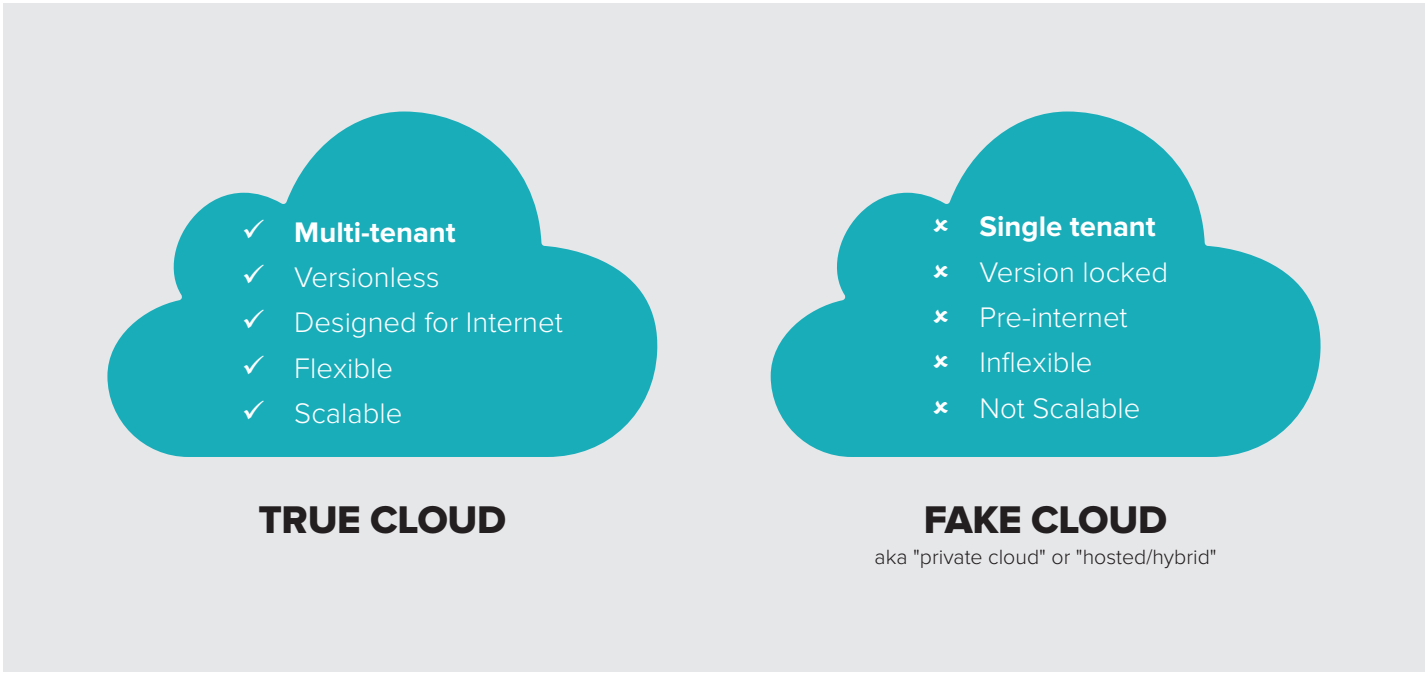
"Enterprises run the risk of getting nasty shocks when the thing they thought they were buying turns out to be something altogether different. Hosting and application management are not synonymous with SaaS." — **Gartner**

In this document we hope to provide you our perspective on the components and scorecard to use to not only evaluate a true cloud solution, but also analyze for yourself how our various platform offerings help you to meet your organization objectives today, adapt to the industry disruptions of tomorrow and realize savings of more than 20%-50% in Total Cost of Ownership (TCO) alone[1] or incur $64k-$242k annually in hidden or unexpected costs[2].



Reference: HBR – The CIO's Guide to Cloud Computing
[1] Hurwitz & Associates – The compelling TCO case for cloud computing in SMB, mid-market enterprises
[2] NetSuite research and example analysis for a $10M revenue company

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Chapter 1

NETSUITE: THE VALUE OF A TRUE CLOUD PLATFORM – KEY DIFFERENTIATORS

Software-as-a-Service (SaaS) and Multi-Tenant Architecture

Software-as-a-Service (SaaS)

NetSuite is offered as Software-as-a-Service (SaaS). The applications are accessible via a web browser or mobile app.

Unlike on-premise software, NetSuite customers do not have to be involved with managing the underlying cloud infrastructure including network, servers, operating systems, storage and application upgrades.

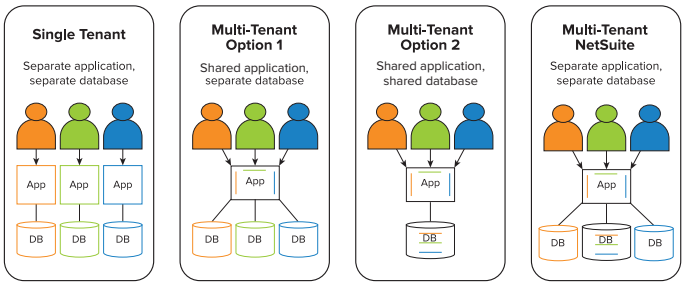
Multi-Tenant Architecture

NetSuite has a single instance of the application. Each tenant can make customizations and configurations that are rendered to the views they see and/or invoked when using the application.

Most customers share a common database instance with other customers. In situations where customers need higher performance, NetSuite offers Premium Performance Tiers with dedicated database instances. Some customers start on the shared database and migrate at a later point to their own dedicated database.

This last situation (a shared database) would be considered as the highest degree of multi-tenancy. Virtualization would, by definition, then offer the lowest degree of multi-tenancy.

Despite what fake cloud vendors will tell you, multi-tenancy matters. For example, with a true cloud provider, all customers typically access the same solution from the same cloud. This gives customers continuous and instantaneous access to the latest product upgrades.



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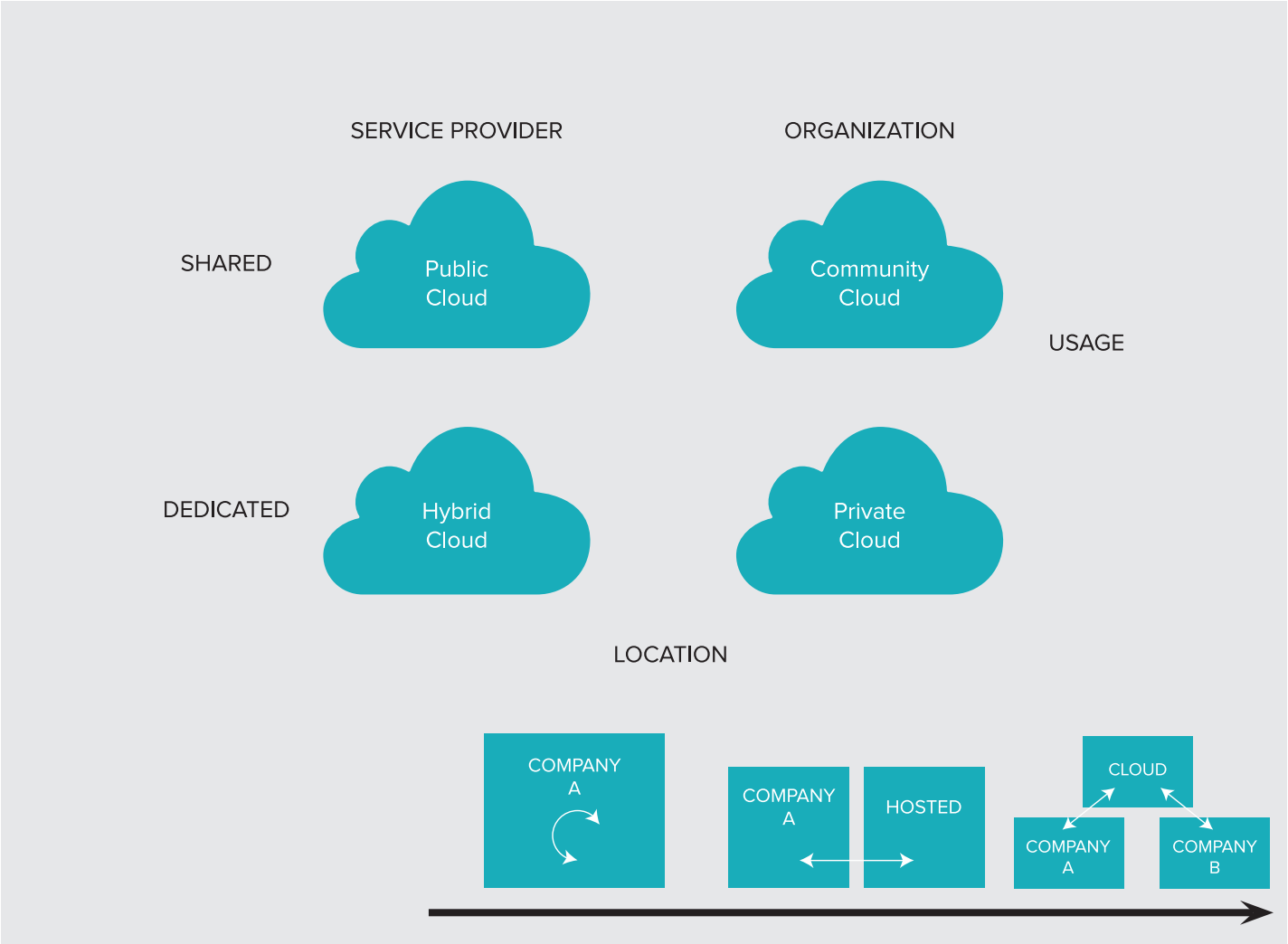

	On-premises	Hosted	Cloud-based
License Costs (One-time)	Medium	Low-Medium	Low
Software Maintenance Costs (Operational Costs/Year)	High	Medium	Low
Subscription Costs (Operational Costs/Year)	Medium	Low-Medium	Low
Overall Capital Costs	High	Medium	Low
IT Resources (Admin/Dev)	High	Medium-High	Low
Hardware/Storage	High	Medium	Medium
Upgrade Costs	High	Medium	Low
Implementation Timelines	12-36 Months	9-18 Months	4-8 Months

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Preserving Your IT Investments

Public Cloud

NetSuite is offered as a public cloud deployment and has a single instance of the application. This is aligned with our strategy to offer SaaS and a multi-tenant architecture that allows both our enterprise as well as small business customers to be on the same version of the application globally, allowing them to reap benefits from economies of scale, less capacity planning, increased agility, scalability and IT costs.

Two-Tier ERP Strategy

Two-tier ERP is a business and technology strategy that enables organizations to keep their investment in existing ERP systems, i.e. SAP or Oracle, while deploying cloud-based ERP, i.e. NetSuite, at newer subsidiaries.

As large enterprise's expand and restructure through mergers and acquisitions into larger companies, one of the strategies to preserve their existing ERP investments is to adopt a so-called hub and spoke approach to ERP.

There are three hub and spoke models:

1. All business units (headquarters and subsidiaries) use a single application instance.
2. Enterprise hub and business unit spoke use same application—but may have more than one instance.
3. Business units choose from an approved list of spoke solutions which allows the subsidiaries to pick a solution that best suits their requirements. For example, localized business units often need to address specific customer billing and payments practices, and local regulatory requirements.

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Application Stack

ERP/FMS

CRM

PSA

Software

Retail

Manufacturing

Ecosystem
1000+ Partners
400+ SuiteApps

Added Platform Benefits from Application Stack

Global
Localization Management

Mobile
Tablets, Watch iOS Android

100% Browser
Independent

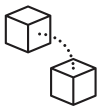
Global Search
Google the Suite

Reporting
Create Complex Forms & Reports

Digital Assets
Manage Unstructured Data

SuiteSocial
Collaboration Tools

SuiteCloud Platform



SuiteConnect
Cloud Data Integration

SuiteScript
Programmable Logic and UI

SuiteTalk
Cloud App Integration

SuiteAnalytics
Built-in Business Intelligence

SuiteBuilder
Point-and-Click Customization

SuiteFlow
Visual Workflow Implementation

SuiteBundler
Cloud Application Distribution

SuiteCloud Infrastructure

Scalability
Enterprise Elastic Capacity

Security
SSAE 16 SOC1/ISAE 3402

Compliance
Type II PCI DSS SOX

Transparency
24x7 System Status & Ops

Assurance
99.5% Uptime Guarantee

Process Tests
Pre-Production Sandbox

No Version Lock
Overnight Upgrades

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"NetSuite OneWorld has the flexibility to let us build financial controls over the way we do business, instead of trying to mold our processes to inflexible software." — **Bankrate**

An Integrated Business Application Suite

Integrated Suite

Companies in virtually every industry are using sophisticated business software to fuel their growth but many are still struggling to keep up with their growth and manage costs effectively because of a hodge-podge of disconnected functional systems causing process bottlenecks and employee productivity issues.

Integrated business software suites are transforming how companies run, and enabling them to transcend growing pains that previously were holding them back from taking their business to the next level of profitable growth.

In an ROI study by independent analyst firm Nucleus Research, customers using NetSuite's integrated cloud business suite accelerated their financial close times by up to 50%, increase sales productivity by 12.5% and increase inventory turns by 50%, amongst other efficiencies.

"NetSuite is our single source of truth. Our people are very happy with NetSuite and are always looking for different ways to optimize the solution."

— **Dent Wizard**

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Cloud business application assessment scorecard – hidden costs of $64k-$242k annually[1]

		Cloud	On-Premise	Hosted/Hybrid
Business Agility	The ability to quickly deploy new business models and products, transact M&A and complete divestitures.	0K	26K	20K
Scalability	The capability to handle growth, create new instance, launch internationally.	13K	25K	19K
Flexibility	Ability to adopt to potential changes in requirements.	0K	12K	12K
Versioning	The ability to remain current on latest software version from the software vendor.	0K	48K	36K
Configuration	Allow business users to re-configure out of the box workflows.	19K	38K	38K
Customization	Develop new functionality not available from the software vendor.	24K	24K	30K
Risks	Security	8K	25K	19K
	Availablility	99.97%	99.97%	99.97%
	Performance			
Time-to-value	Time to realize business value.	0K	44K	44K
Potential additional investments for a $10M company		**$64K**	**$242K**	**$218K**

Comprehensive functionality · Good functionality · Average functionality · Limited functionality · No functionality

Cloud IT application assessment scorecard – TCO savings of 20%-50%[2]

		On-Premise	Cloud Developments	
			Multi-Tenancy	**Hybrid**
Total Cost of Ownership (TCO)	License costs (one-time)	$$	N/A	$$
	Software Maintenance Costs (Operational Costs/Year)	$$$	N/A	$$$
	Subscription Costs (Operational Costs/Year)	N/A	$$	$$
	IT Resources (Admin/Dev)			
	Hardware/Storage	$$$	$$	$$
	Upgrade Costs	$$$	NA	$$
	Implmentation	$$$	$	$$
	Security	$$$	$	$$

[1] NetSuite example analysis for a $10M revenue company
[2] Hurwitz & Associates – The compelling TCO case for cloud computing in SMB and Mid-Market Enterprises

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Chapter 2

ASSESSMENT SCORECARD

Large enterprises, SMBs and mid-market enterprises alike need business solutions that help them manage day-to-day operations and processes more efficiently. At the same time, they want insight and intelligence to successfully adapt to a fluid business environment, and ensure compliance with regulatory requirements. It is then no surprise that some of the strategic business leaders that we engage with evaluate their cloud computing platforms not only on Total Cost of Ownership (TCO) criteria alone, but also engage their line of business operational leads to actively participate in the selection process to determine the true return on their investment that is aligned with their business strategy and objectives.

In this section, we present both a typical business need evaluation scorecard and a Total Cost of Ownership (TCO) scorecard that can assist, at least at a high level, in aligning business and IT requirements, eliminate siloed platforms and solutions that create spaghetti environments and justify the needs for an integrated platform that is aligned to your business objectives, can drive business process improvements and thus preserve your company valuations.

"The ROI of cloud ERP can be achieved relatively quickly and this delivery model brings IT cost reductions and increased employee productivity to the broad range of the companies using it. SMBs can also achieve other important benefits from ERP in the cloud, such as increased inventory accuracy, better customer satisfaction and increased sales." – **Nucleus Research**

Value Realized by NetSuite Customers[1]	
360° visibility	+55% to 80%
Order process efficiency	+40% to 60%
Reporting time	–40% to 55%
Time to close	–45% to 70%
Audit completion	–25% to 40%
IT support resources	–40% to 65%

[1] Study of NetSuite customers by SL Associates

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Enabling Business Agility and Scalability

Business Agility

$26,250 – $131,250*

Increase revenue by 1% on 75% of revenue ($7.5M).

Enable your business strategy to expand into new markets and channels.

Added Platform Benefits from Application Stack

Global
Localization Management

Mobile
Tablets, Watch iOS Android

100% Browser
Independent

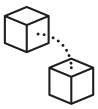
Global Search
Google the Suite

Reporting
Create Complex Forms & Reports

Digital Assets
Manage Unstructured Data

SuiteSocial
Collaboration Tools

SuiteCloud Platform



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99.5% Uptime Guarantee

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Overnight Upgrades

* Example analysis of hidden costs for a $10M revenue company, with 35% gross margins. The lower box, details other assumptions used for calculating the hidden costs

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Scalability
$25,000 – $50,000

Increase gross margins from 35% to 36%-37%.

Grow your business and revenues without the limitations of an on-premise ERP capacity planning holding you back.

Service Tier	Shared	3	2	1	1+/0
Availability	Standard	Standard	Standard	Standard	Enhanced/Premium
Business Data	10GB	100GB	500GB	1TB	3TB
File Cabinet Data	10GB	25GB	200GB	200GB	400GB
Premium Sandbox	No	No	Required	Required	Required
SC+ Licenses1	1	2	3	5	10
Upgrade Phase	Fixed	Selectable	Selectable	Selectable	Selectable
Users (maximum)	100	150	800	1,200	3,600

NetSuite Service Tiers

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Enabling Business Flexibility and Eliminating Version Lock

Business Flexibility
$12,000 – $18,000

Reduction in time to add new capabilities. 160 hours per capability at $75/hour.

Enable your business strategy to expand into new markets and channels.

SUITEBUILDER
- Custom fields and records
- Centers
- Rolers
- Point and click

SUITEFLOW
- Custom workflow
- Decision trees
- Extend with SuiteScript
- Point and click

SUITESCRIPT
- Custom back-end logic
- Custom UI
- Industry-standard JavaScript programming

SUITETALK
- Application integration
- Token-based authentication
- Support for customizations
- SOAP-based web services
- SuiteScript REST

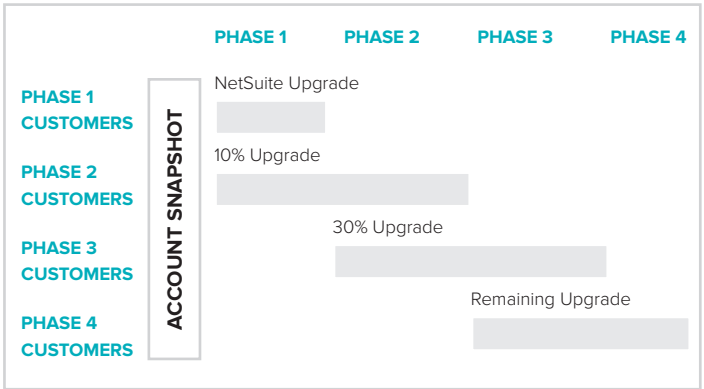
SUITEANALYTICS
- Real-time analytics
- Report builder
- Dashboards
- Saved searches
- SuiteScript and WS APIs
- SuiteAnalytics Connect: ODBC/ JDBC integration

SUITEBUNDLER
- Easy application packaging
- Rapid deployment
- Business template replication
- Managed releases

Zero Lock Versioning
$48,000

320 hours at $75/hour per upgrade. 2 upgrades/year done by NetSuite.

NetSuite's patented "phased release" process ensures that 100% of our customers are on the same version. Typically, NetSuite plans for two major upgrades per year and ongoing minor upgrades throughout the year. A release preview environment is also provided to the customers. Certified customizations carry forward and customer use cases are incorporated in QA testing.



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Configure and Customize and Carry Them Forward

SuiteSolutions
$37,500 – $50,000

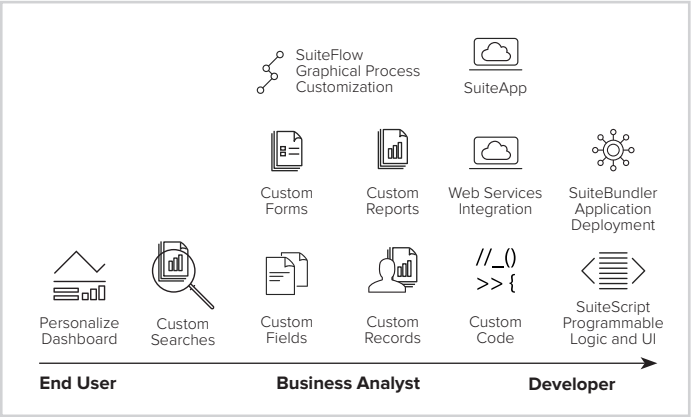
1 IT FTE reduction, effort shift to business user.

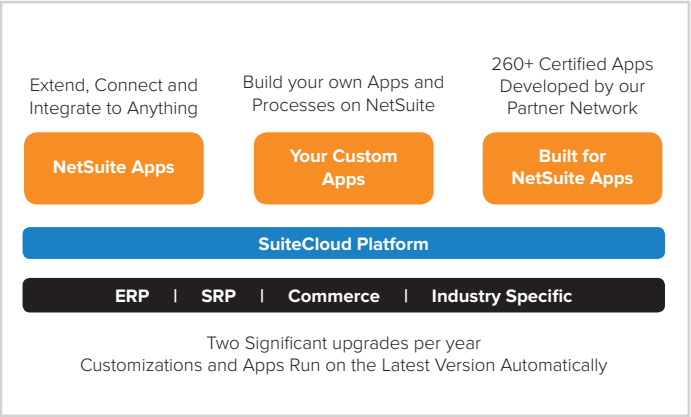
In addition to offering a host of configurable forms, reports and process flows that are configurable by the business users, NetSuite SuiteSolutions offers a library of ready-to-launch solutions to address common business requirements across market verticals. SuiteSolutions facilitate accelerated time-to-market and reduce development costs—enabling customers to achieve business agility with fewer resources.

SuiteCloud
$24,000 – $36,000

160 hours at $75/hour per customization. Faster execution and elimination on customizations.

With SuiteCloud you get the best of both worlds—centralization in a suite for core business function, data and analytics to avoid unnecessary hairballs plus the most flexible system for customization, extension, integration and development in cloud ERP—making “smart integrations” easy and putting the business processes that give you competitive advantage right in your system of record.





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Built-In Security and Redundancy

Security
$25,000 – $50,000

Analysis assumes 1% customer churn due to security issues (500 customers & $20k revenue/customer).

NetSuite employs stringent round-the-clock monitoring tools, controls and policies and a dedicated tenured security team to ensure that it provides the strongest security (Application, Network and Data) for its customers.

This results in benefits to our customers by getting stringent security certifications for their business applications and lets them enjoy security controls such as fully guarded premises and physical access management that are economically unachievable with typical in-house, on-premise deployments.

Availability
$0

Benefit analysis assumes that customer evaluates this SLA for all platforms it may be considering.

NetSuite maximizes application availability by operating multiple geographically separated data centers. Its data center redundancy includes data mirroring, disaster recovery and failover. NetSuite has achieved a historical uptime track record of 99.96% over more than the past five years and guaranteed uptime of 99.5% backed by transparent Service Level Commitment. To add to its commitment, NetSuite's SLC is backed by a service credit if availability commitment isn't met. System status is displayed at all times at http://status.netsuite.com.

ISAE 3402 Type II Audit Completed

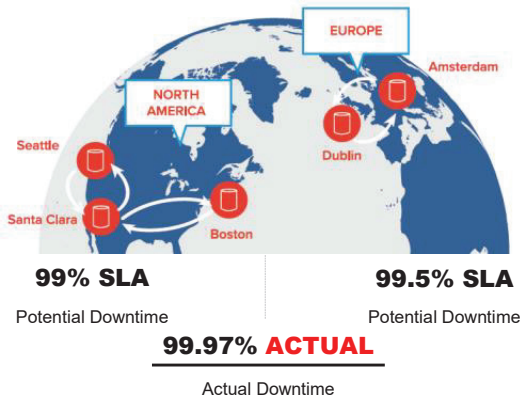
ISO 27001 CERTIFIED BY BRIGHTLINE

PCI DSS Certified

Trustwave Information Security & Compliance

AICPA SOC

SSAE 16 Type II Audit Completed



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"NetSuite is designed for life, just like my Sactionals. They're both built to last and infinitely adaptable." — **Shawn Nelson,** CEO and Founder, Lovesac

Performance to Boost Productivity

Performance
$0

Benefit analysis assumes that customer evaluates this SLA for all platforms it may be considering.

Application performance is key to NetSuite and our customers. NetSuite's built-in performance monitoring tools provide deep insights into the application's behavior and exposes granular details about performance metrics.

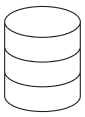
"We can do twice as many transactions in the same amount of time."

— **Ed McMahon,** CEO, EPEC Engineered Technologies

Typical Day

500 Mn +
HTTP Requests

6 TB +
Data Persisted



2 Bn +
Health Checkpoints

30 Bn +
Queries Processed

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