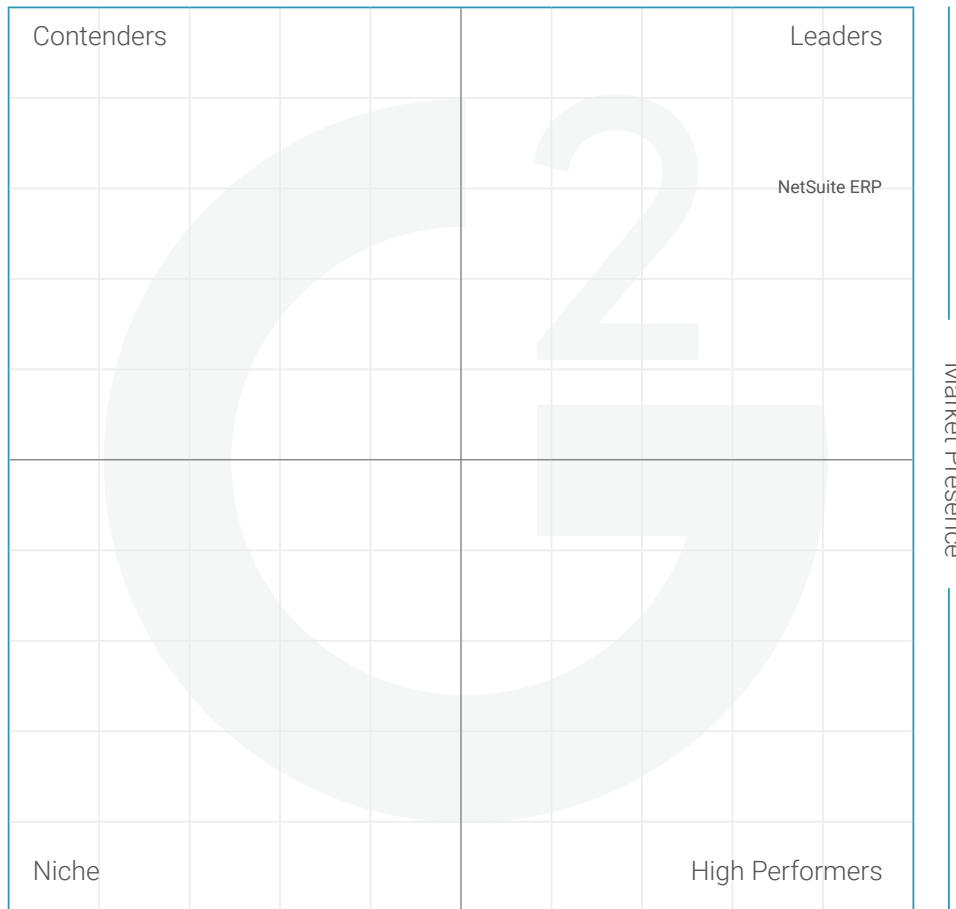G2 Crowd users rate NetSuite as a leader in ERP Systems Software Grid

G2 Crowd Grid® for **ERP Systems Software | Winter 2018**

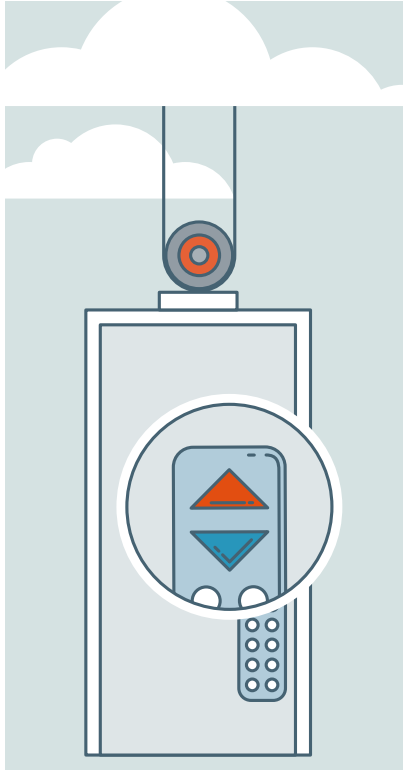| Contenders						Leaders
						NetSuite ERP
Niche						High Performers

Satisfaction

Market Presence

Grid® Scoring

The Challenges of Being
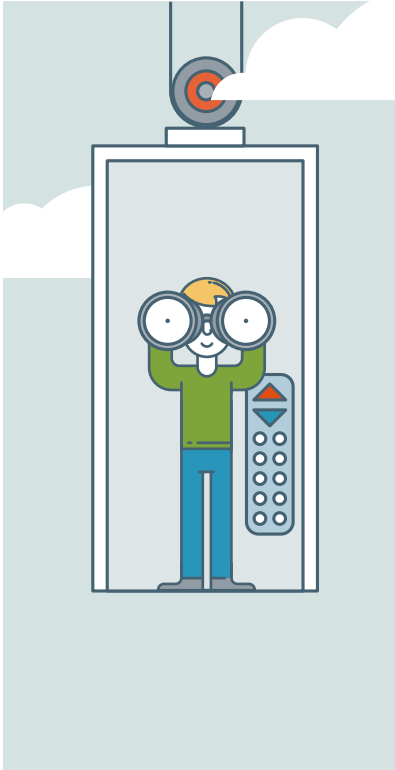# a Fast-Growing Business

Many fast-growing businesses face the same challenges as their Enterprise counterparts – how to support growth and improve productivity and efficiency while lowering costs. Oftentimes, fast-growing businesses rely on a patchwork of standalone software silos and spreadsheets to solve their immediate business needs. As the business and its complexity grows, these disparate systems create operational inefficiencies that can have a negative impact on the bottom line, hurt customer experience and impede the company's ability to reach its full potential.

What Growth Businesses Want

Simplicity

On-premise ERP has a reputation of being complicated, cumbersome and difficult to implement and maintain. An integrated cloud ERP platform reduces on-premise IT maintenance and implementation costs. Whether you're in the office or on the road, a cloud platform allows you to run your business anytime, anywhere.

Visibility

When siloed software systems are unintegrated, getting an accurate view into business performance in a timely manner is difficult. A cloud suite provides real-time visibility into key performance indicators available anywhere, anytime. Having a cloud ERP, CRM, HCM and e-commerce suite cuts cycle times and errors.

Scalability

Fast-growing businesses need a flexible system that can allow them to customize and automate. A flexible cloud-based business management platform allows any business from any industry to customize, with automated upgrades delivering the latest innovations.

"NetSuite can pretty much do anything you need. Unlimited amounts of custom fields and custom records and custom reports…Having all our business information in one place has streamlined our processes, and given us up to the minute information about what's happening in our business…Having everything under one roof, in the cloud, available on any device is priceless."
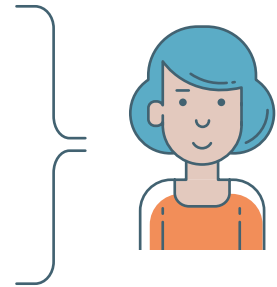
Gabriel L, Finance Manager

How Cloud ERP Allows Businesses to Run Simpler

A modern cloud business management platform enables you to integrate your front- and back-office processes, helping you reduce administrative headcount, speed fulfillment and accelerate cash flow.

"Customization to fit our business. OneWorld to manage multiple companies separately, but also combine for audits and taxes. Having a seamless flow between CRM and ERP. Vast reporting options. The business intelligence we have gained while being in NetSuite is astounding. And we continue to find new ways to utilize NetSuite for our success. Having the CRM and ERP in the same software allows for better teamwork and awareness between sales and accounting."

in **Mel S,** Controller

Providing the Visibility Businesses Need to Run Smarter

Getting an accurate view of your business is challenging when information is stored across multiple, disparate systems. Depending on manual data management processes is not only time consuming but allows for errors. From the executive level to the front lines, effective decision-making is compromised without reliable, timely data.

NetSuite provides the power of built-in, real-time dashboards, reporting and analysis across all the integrated processes within the software suite. Realizing true insights, business users gain real-time visibility to identify issues, trends and opportunities and instantly drill down to the underlying transaction to take action.

"Our accounting team is able to have all their information on one system, which allows them to build reporting straight into NetSuite with live access to the real-time data. This is invaluable to them because they don't have to worry about compiling data from other sources into NetSuite or exporting to other sources before doing their reporting."

in **Sandy A**, Financial Analyst

A Cloud-Based Solution That Grows With You Every Step of the Way

Fast-growing business need an agile solution that can scale rapidly and future-proof your company for long term innovation and growth. An ERP suite like NetSuite empowers fast-growing companies to unlock their growth potential.

"NetSuite has provided a critical foundation for our currently small business to grow with a complex operating model including B2B, B2C, e-commerce, importing, light manufacturing, repairs workshop, in house logistics."

in **Gareth W,** Sales & Finance Manager

How Cloud ERP Powers Businesses for Growth

End-to-End Processes — End-to-End Solutions

Top 8 IT systems being deployed
in the next 12-18 months

(data sourced from G2Crowd Crowd Views: Small Business)

- Accounting deploy
- Marketing automation
- Payroll deploy
- Customer services / support
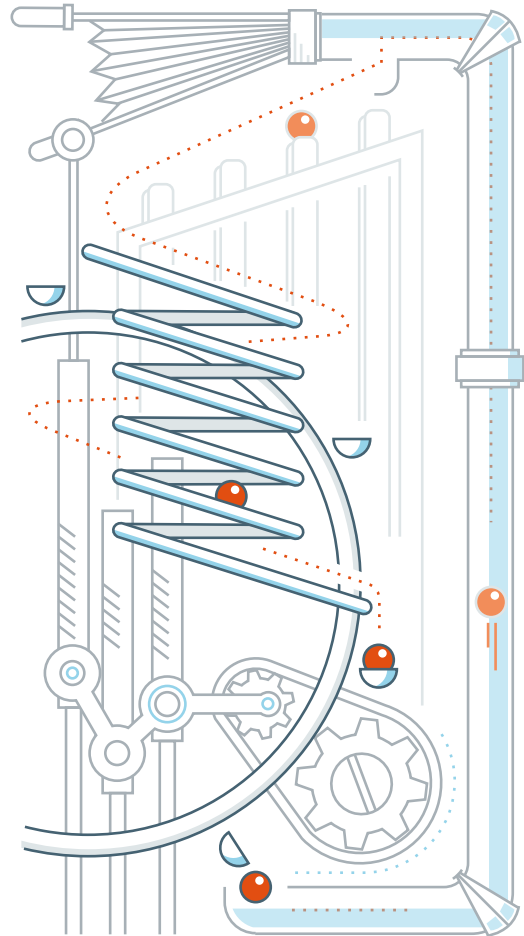- HR, recruiting and talent management
- Sales contact management
- Social media management
- Business intelligence / analytics

The best way to deploy and use any combination of these features and functions is to adopt an integrated cloud solution. The solution should be flexible enough to allow companies to add new functional modules as they grow and their needs evolve.

A Customizable and Extensible Cloud Platform

A secure, reliable and scalable cloud platform can deliver the customization and extensibility you need for the longterm. With NetSuite's SuiteCloud Platform, you can have access to an online marketplace of value-added integrated cloud solutions to power specific business processes or meet industry-specific needs.

54% of NetSuite users said that **configuration and customization is one of the benefits they achieved.**

"What's fantastic about NetSuite is how customizable it is. With the transition from QuickBooks to NetSuite, we were able to take what was once a paper intensive Procure to Pay process and make it completely paperless."

in **Ted S**, Financial & Systems Analyst

"The available customization is by far the best feature of NetSuite. Nearly any business process can be mapped out and worked into the NetSuite system by creating custom forms, workflows and scripts. We are continuously adding customizations to make work more efficient for our employees."

in **Jason M**, Technical Operations Manager

Platform Extensibility

According to survey data, the smaller the company, the more likely they are to maintain IT spending rather than increase it. In order to grow without investing, companies need a system than is scalable and can be extended.

"Scalability - we can easily open new locations and set up off site storage with no additional programming or hardware requirements."

in **Gareth W,** Sales & Finance Manager

"I like the ability to **extend the functionality** using Workflows and Scripts."

in **Mary M**, Administrator, Machinery

"The ability to create **custom record types** basically gives us unlimited flexibility and scalability."

in **Cory A**, VP, Retail

Another benefit of integrated solutions is better data management and more accurate reporting:

70% of reviewers of ERP solutions mentioned that the benefits realized were:

· better visibility and accuracy
· improved reporting and analytics
· more reliable metrics and forecasting

"NetSuite is connecting our entire company, from coast to coast, connecting sales to service and maintaining a level of transparency and visibility I've never experienced before in an ERP."

in **Peter Z,**
Product Manager, Information Technology and Services