

# NetSuite Value Assessment

Free Capacity and Budgets to Support Innovation and Growth

## Benefits

- Additional Return on Investment (ROI) from:
  - Rationalizing and simplifying your IT portfolio
  - Greater focus on strategic activities
  - Drive best practices across the organization
  - Business strategy alignment with IT systems

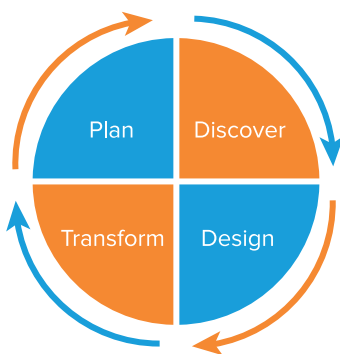
Adopting a business management solution is one of the most important decisions an organization can make because the system touches almost every important business process. NetSuite recognizes this and has created the NetSuite Value Assessment to help your organization quantify the business impact of adopting the NetSuite business management platform. We have developed a proven methodology to uncover the areas in your business that can benefit from technology and articulate the value relative to the cost of ownership.

## Why Perform Value Assessment?

A value assessment is an industry standard approach to valuing strategic projects, a typical requirement for capital request approvals. It provides an excellent way to gain consensus on what drives value in an organization, helping to develop a business case and a strategic IT roadmap, and get a buy-in from key stakeholders.

Many of our customers seek direction and guidance for their NetSuite initiatives and need help determining the most efficient and effective strategy and roadmap to get there. Our goal is to assist you in prioritizing your NetSuite initiatives and help develop a clear method for analyzing solutions and their potential value, along with measuring their financial impact. The NetSuite Value Assessment helps establish and ensure alignment of the solution's business and IT expectations with your overall business strategy.

## NetSuite Value Management



## NetSuite Value Assessment

The goal of the NetSuite Value Assessment, a pre-sales offering from NetSuite, is to help customers define, understand and effectively communicate the business value of the NetSuite solution by applying deep industry subject matter expertise.

The NetSuite Value Assessment is primarily designed for business functional groups who are either considering selecting or have deployed NetSuite in their organization.

The assessment is a structured consulting engagement that helps our clients create a comprehensive, strategic business plan and roadmap to support their business growth that is aligned with the NetSuite solution.

## NetSuite Value Assessment Methodology

- Understanding your business environment and challenges
- Developing business value drivers customized to your situation and industry
- Crafting custom solutions with optimum deployment plans
- Quantifying expected business value and determining a ROI
- Collaborative engagement to develop a business case.

“CALLIDUSCLOUD REDUCED THE TIME REQUIRED TO COMPLETE 6 OF THE 9 CORE ACCOUNTING PROCESSES BY 15–50% WITH NETSUITE ONEWORLD. THE FINANCIAL CLOSE ACTIVITY WENT FROM 8-10 DAYS TO ABOUT 4 DAYS. TWO OTHER PROCESSES, AUDIT AND QUOTE-TO-CASH SAW TIME SAVINGS OF ABOUT 35% EACH.”

CallidusCloud

The business case is tailored to the scope of the client’s needs as well as the proposed NetSuite solution footprint. The engagement scope ranges from a simple business context framing to a more advanced return-on-investment (ROI) analysis. The consulting engagement:

- Is performed at NetSuite’s expense for qualified customers.
- Requires client business and IT stakeholder participation with clearly defined tasks, activities, and success criteria.

## NetSuite Value Framework

NetSuite’s Value Framework is based on our years of experience in aligning business objectives, relevant value drivers, and technical considerations to create a tailored, cost-benefit analysis-based capability roadmap. Good value messaging is important to ensure the entire organization understands the need to change the business with IT systems. Our Value Management team, through our consultative approach, will help you define:

- **Strategic Context** – Business strategy alignment with IT systems strategy for improved business performance.
- **Imperatives for Change** – Summarizing the primary needs behind the change and aligning the organization on ‘why we’re doing this’.
- **Quantifiable Business Benefits** – Articulating the benefits of IT project investments that are competing with other projects for funding, for justification and approval.

## NetSuite Value Assessment Process

An experienced NetSuite team with deep industry expertise who are dedicated to business case development will work with you to create the Value Assessment. The assignment is typically accomplished in two to four weeks with the actual time needed depending on the defined scope of the Value Assessment, the degree to which a solution has been architected and the level of business case analysis required.

The Value Assessment is a collaborative effort between you and NetSuite. Obtaining and understanding a client’s strategic direction, data, and selected financial information provides the important basis for the analysis and is critical to the overall success of the Value Assessment.

“OUR FINANCIAL CLOSE HAS GONE FROM ABOUT 3 WEEKS TO 3-4 DAYS. THAT TIME REDUCTION IS ESPECIALLY IMPRESSIVE GIVEN THAT THE VOLUME OF OUR TRANSACTIONS HAS BEEN DOUBLING EACH QUARTER.”

Hortonworks

The process starts with an on-site discovery with relevant IT and business stakeholders. The purpose of the interview process is to:

- Confirm the existing business process and IT framework.
- Understand stakeholder needs, pain points, and platform expectations.
- Gather documentation on high-level business strategy, requirements, key findings, business pain-points and issues, defining key metrics.
- Develop value hypotheses and begin to quantify business impact.

At the conclusion of the project, the Value Management team will review and present findings to the executive sponsor for the project and stakeholders.

## Discover How to Maximize the Value of Your NetSuite Solution

**Challenges, Recommendations, and Impact**

| Challenges  | Recommendations  | Impact  |
|---|--|---|
| <ul style="list-style-type: none"> <li>Month-end consolidation process, including consolidation and reconciliation, is slow with manual rekeying of numerous legal entries from MIS Client.</li> <li>Intercompany journal entries and eliminations take the close cycle and extend reporting.</li> <li>Lack of dynamic allocation tools creates additional manual effort for reporting and analysis.</li> <li>Statistical data is not stored in the general ledger.</li> <li>Month-end eliminations are manual and MIS Client further slowing the close cycle.</li> </ul> | <ul style="list-style-type: none"> <li>Engage real time consolidation during the normal course of business, business, additional month-end close process, consolidated financial reporting with the ability to drill into transaction level detail at based level subsidiary.</li> <li>Intercompany journal entries are automatically created based on flexible rules definitions.</li> <li>An advanced allocation processes for all applicable removal journals of costs at end of period. Store statistical data in the general ledger and to bring the data to automatic allocation.</li> <li>Automatic elimination entries throughout the accounting process.</li> </ul> | <ul style="list-style-type: none"> <li>Shorten close cycle from 15 days to a best in class 3-5 days, increase and real time management visibility and decision making via a company consolidated view of entire company.</li> <li>Increased efficiency through business process standardization and automation across the company.</li> <li>Reduce month-end processing costs and time, increase accounting.</li> </ul> |

**Software Industry Best Practices**

**NetSuite Solution Overview**

**NetSuite Platform**

- NetSuite Operating (17 Company (General Ledger, Sales, etc.))
- Customer Order & Billing
- Customer Records
- Workflow Automation
- Billing Communication
- Web Services

**Competitive Risk Assessment**

**NetSuite Driven Benefit Opportunities**

| Annual Benefits   | Conservative | Pragmatic | Aggressive |
|---|--------------|-----------|------------|
| Increased Revenues from E-Commerce                              | \$202,500    | \$225,000 | \$247,500  |
| Decreased Administrative Costs from Reduction in Days-to-Close  | \$96,000     | \$85,000  | \$83,000   |
| Increased Revenues from Up-Selling Customers via CRM Analytics  | \$43,200     | \$41,000  | \$32,000   |
| Increased Revenues from Top 20 Many Campaigns via CRM Analytics | \$90,000     | \$100,000 | \$110,000  |
| Costs from Reduction of Inventory Stock-Outs                    | \$90,000     | \$100,000 | \$110,000  |
| Inventory Carrying Cost from Reduction in Obsolescence          | \$20,000     | \$22,200  | \$24,400   |

**Benefit Detail**

| Benefit Category   | Projected Value | Acme (Benefits) | Acme (Planned) | Low / High Value | Low / High Value | Benchmark Source |
|--------------------|-----------------|-----------------|----------------|------------------|------------------|------------------|
| General Accounting | \$55K           | \$55K           | \$55K          | \$55K            | \$55K            | Acme (Market)    |

**ROI Analysis**

**5 Year Total Cost of Ownership (TCO)**

| NetSuite Solution                       | Year 1    | Year 2    | Year 3    | Year 4    | Year 5    | Total     |
|---|-----------|-----------|-----------|-----------|-----------|-----------|
| NetSuite Warehouse Distribution Edition | \$41,988  | \$41,988  | \$41,988  | \$41,988  | \$41,988  | \$209,940 |
| Add On: OneWorld Module                 | \$23,988  | \$23,988  | \$23,988  | \$23,988  | \$23,988  | \$119,940 |
| Add On: E-Commerce Site Builder         | \$11,988  | \$11,988  | \$11,988  | \$11,988  | \$11,988  | \$59,940  |
|   | \$30,000  | \$30,000  | \$30,000  | \$30,000  | \$30,000  | \$150,000 |
|   | \$20,000  | \$20,000  | \$20,000  | \$20,000  | \$20,000  | \$100,000 |
|   | \$45,000  | \$45,000  | \$45,000  | \$45,000  | \$45,000  | \$225,000 |
|   | \$144,948 | \$144,948 | \$144,948 | \$144,948 | \$144,948 | \$724,788 |