

Software Companies  
Run Better on NetSuite.



Software Industry  
KPIs that Matter

Sponsored by



# Improved Results from Businesses Like Yours

 <b>Business Visibility</b>	360° Visibility & Actionable Insight	↑ Increased <b>50% - 80%</b>
	Revenue Recognition Management	↑ Improved <b>40% - 65%</b>
 <b>Financial Management</b>	Time required for Compliance Support	↓ Decreased <b>25% - 45%</b>
	Audit Support Time	↓ Reduced <b>30% - 40%</b>
	Reporting Time and Resources	↓ Reduction <b>60% - 90%</b>
	Time to Close Financial Books	↓ Reduced <b>40% - 70%</b>
	Accounting Staff Productivity	↑ Increased <b>20% - 50%</b>
	General Ledger Consolidation Time	↓ Reduction <b>20% - 35%</b>

KPI improvements are estimates based on discussions with NetSuite customers

# Improved Results from Businesses Like Yours

 <b>Sales and Marketing</b>	Order Processing Efficiency	↑ Improved <b>45% - 75%</b>
	Professional Services Productivity	↑ Improved <b>40% - 65%</b>
 <b>Professional Services and Customer Support</b>	Invoice Management	↑ Improved <b>45% - 75%</b>
	Customer Support Capacity	↑ Increased <b>25% - 60%</b>
 <b>IT Management</b>	IT Support Resource Costs	↓ Reduction <b>45% - 70%</b>
	Cost to Purchase and Maintain Servers	↓ Reduction <b>100%</b>
	Business Continuity/Disaster Recovery Costs	↓ Reduced <b>35% - 50%</b>

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# Cloud-Based Business Solutions Suite Delivers Key Performance Improvements

Real-time business visibility and end-to-end business management



*Many firms – including those in the software industry sector – have achieved more efficient and agile business operations by using cloud-based ERP.*

## **Executive Summary**

The pace of change in the software business is virtually unmatched, and cutthroat competition is the norm. Companies in this sector need to ensure that their own business operations are as agile and dynamic as the industry in which they compete. Achieving a high level of business functionality and efficiency depends, in part, on identifying, measuring and improving critical business processes, or key performance indicators (KPIs). For software companies, those processes include everything from financial measures such as the time required to close the books to sales productivity, service effectiveness and customer satisfaction metrics.

Many software companies have been able to measure and improve their KPIs after adopting NetSuite's cloud-based business solutions suite. By interviewing and surveying representative NetSuite customers in the software sector, market research firm SL Associates identified which KPIs these companies track, as well as the improvements they've realized by basing their core operations on NetSuite's multifaceted business suite.

# Addressing Software Industry Challenges

Aligning business operations to meet these challenges

<h2>Business Challenges</h2>	<ul style="list-style-type: none"> <li>• <b>Changing Business Models:</b> Competition and the shift to a services-oriented deployment model has put pressure on profit margins</li> <li>• <b>Changing Expectations:</b> Customer satisfaction and retention are high priorities with pay-as-you-go models</li> <li>• <b>Changing Regulatory Compliance:</b> Software must conform to industry-specific regulatory requirements</li> </ul>
<h2>Operational Challenges</h2>	<ul style="list-style-type: none"> <li>• <b>Business Processes:</b> Business solutions are needed for tracking and monitoring progress against goals and for making improvements</li> <li>• <b>Customer Service and Support:</b> Software solutions needed by professional services units to help capture customers and effectively manage services profitably; support services units need help to track and resolve issues and keep existing customers satisfied</li> </ul>
<h2>Technology Challenges</h2>	<ul style="list-style-type: none"> <li>• <b>Version Lock:</b> Rapid product evolution and near-continuous revisions make it difficult to be on the latest version</li> <li>• <b>Multi-device Support:</b> Decentralized workforces and the rise of smartphones and tablets are creating a need to support multiple platforms</li> </ul>
<h2>Go-to-market Challenges</h2>	<ul style="list-style-type: none"> <li>• <b>Growing Ecosystem:</b> Software vendors must boost collaboration with partners and enable real-time information flow</li> </ul>



Average Deal Size    Reduction in DSOs



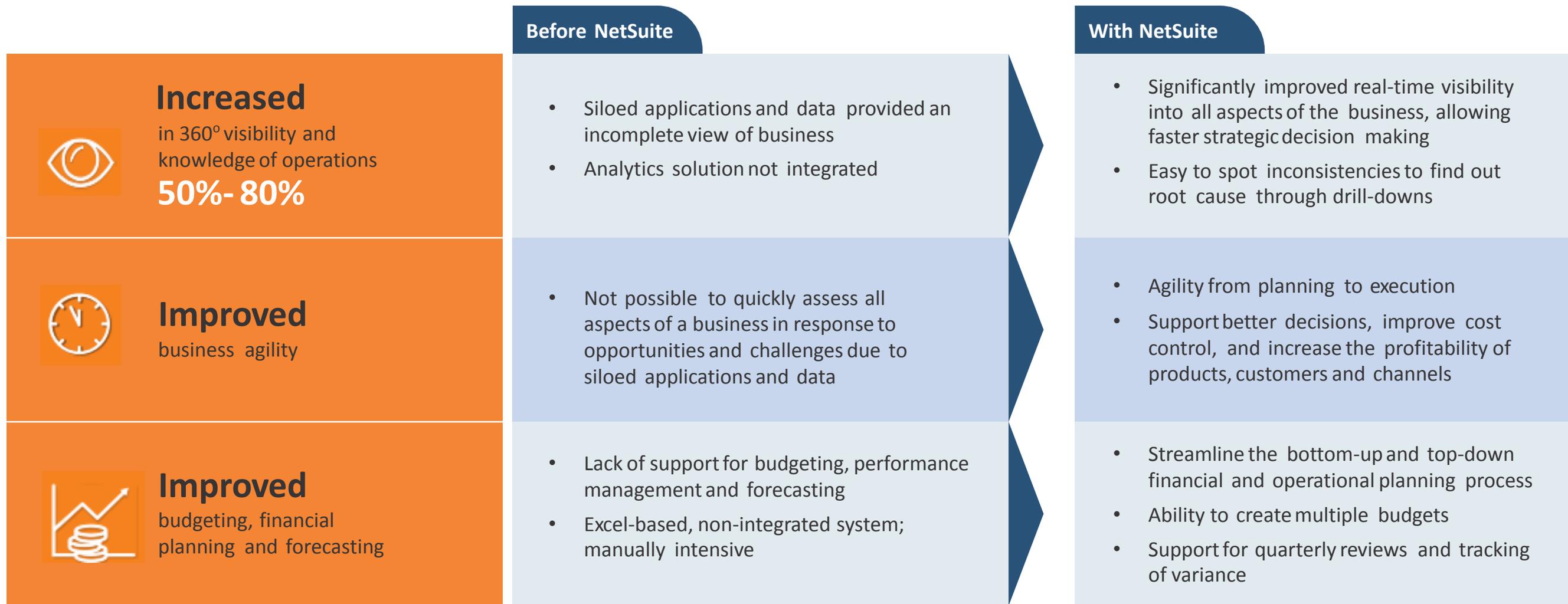
Unlimited Expansion    Revenue Growth



Intelligent Order Orchestration

# Business Visibility

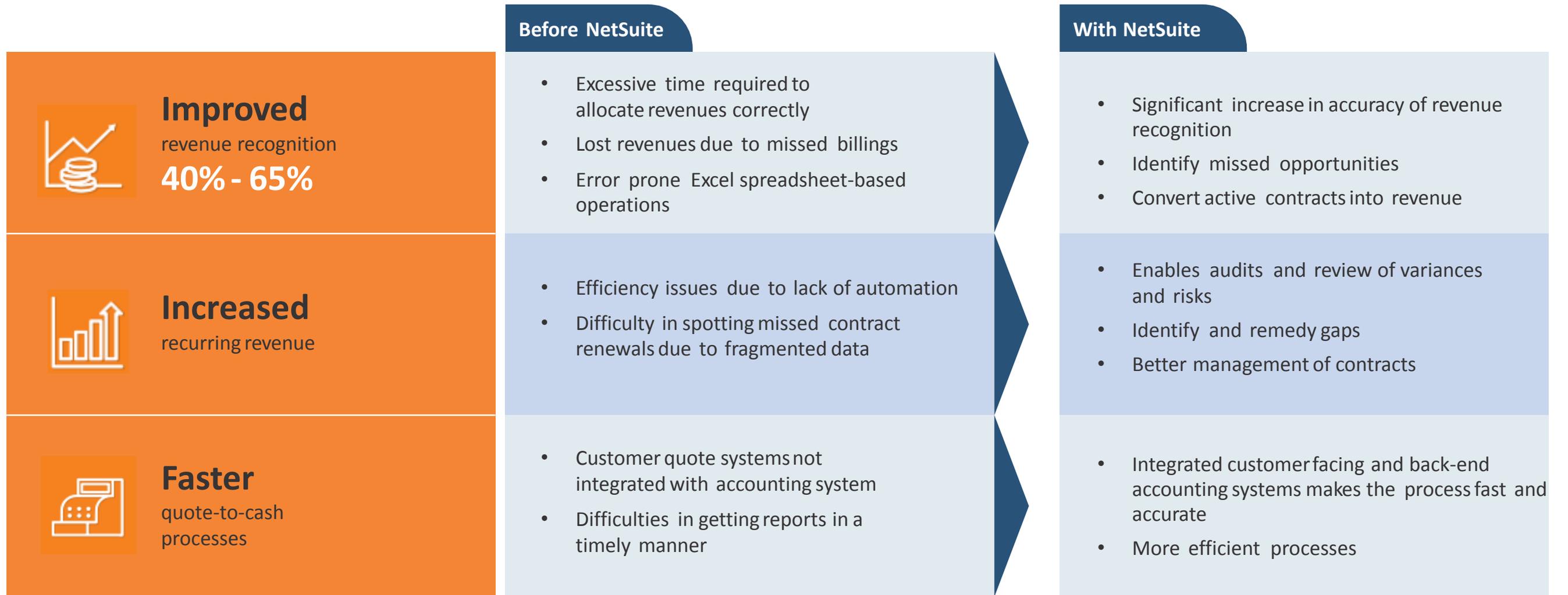
Business value for company management



KPI improvements are estimates based on discussions with NetSuite customers

# Financial Management (1 of 3)

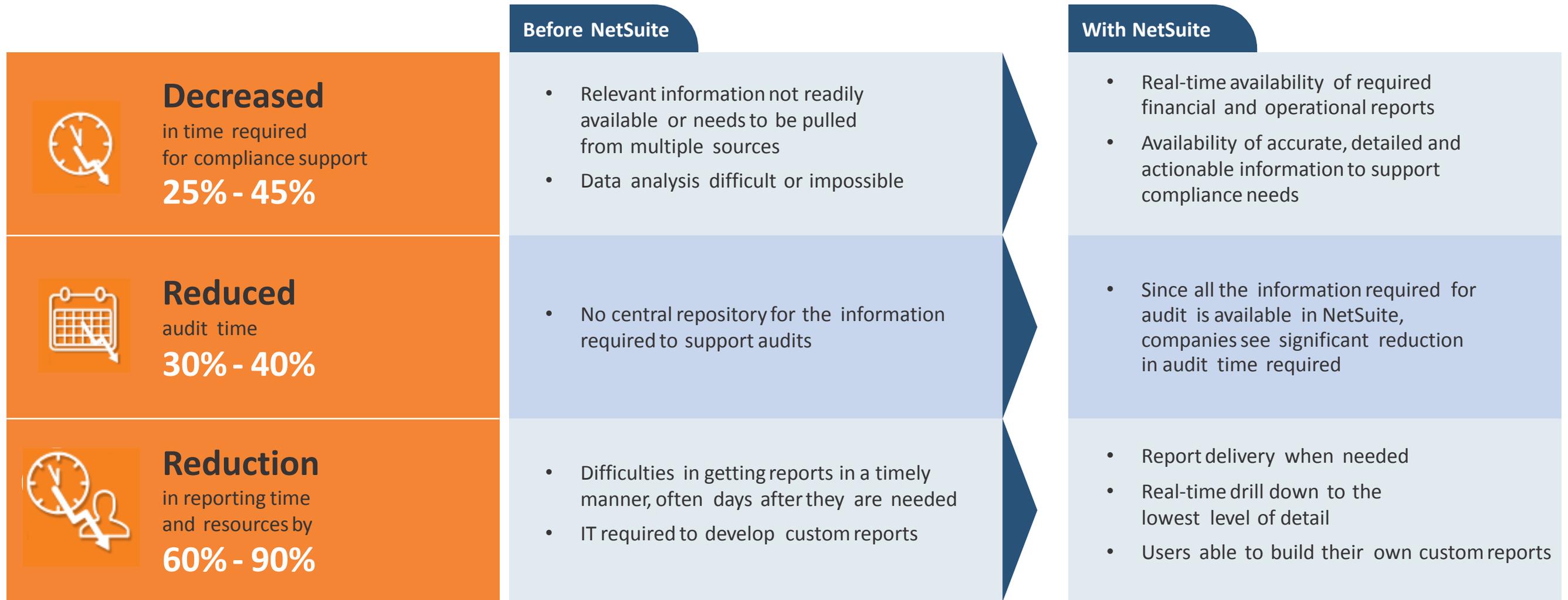
Business value for revenue analysis and management



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# Financial Management (2 of 3)

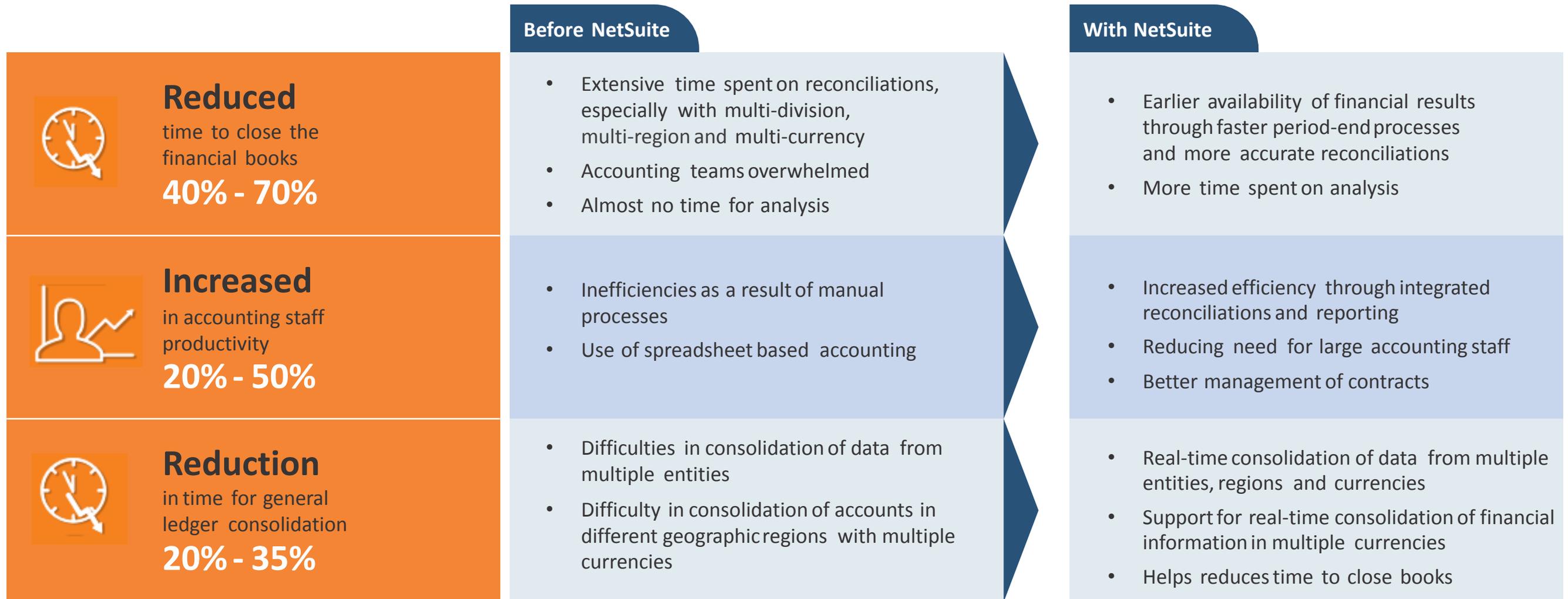
## Business value for financial reporting



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# Financial Management (3 of 3)

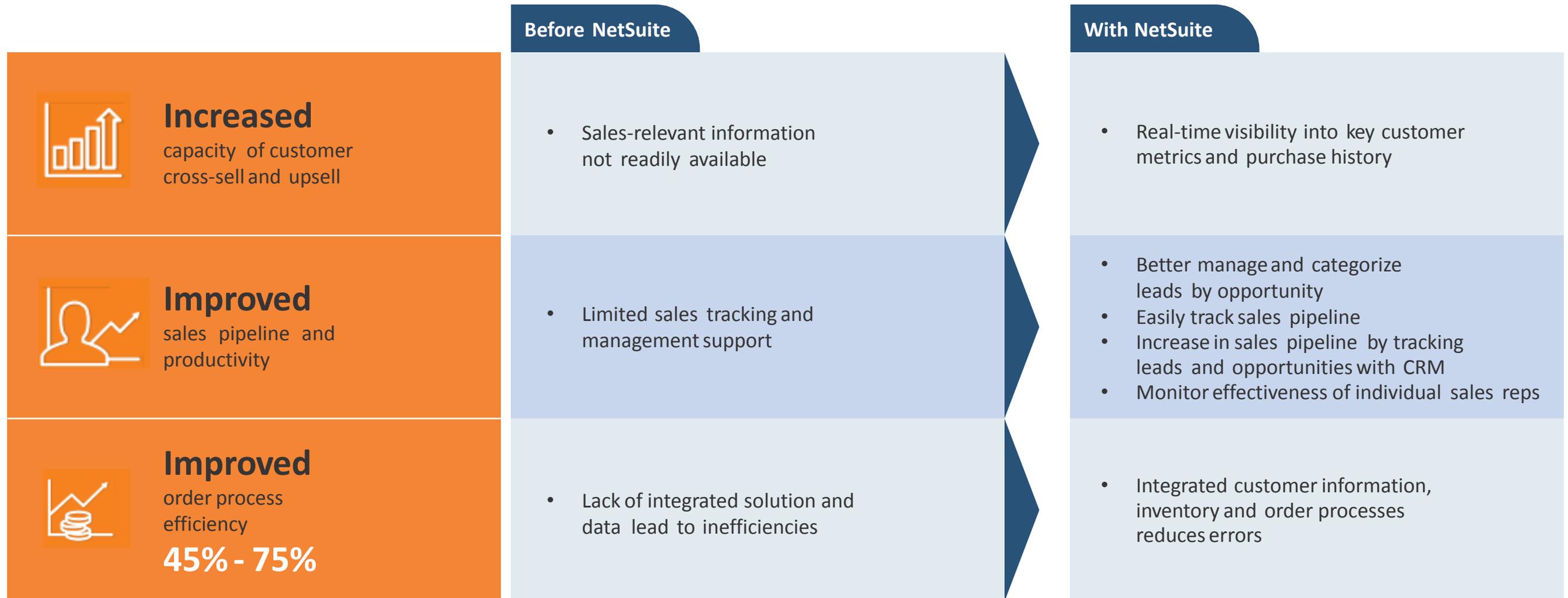
## Business value for accounting department



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# Sales and Marketing

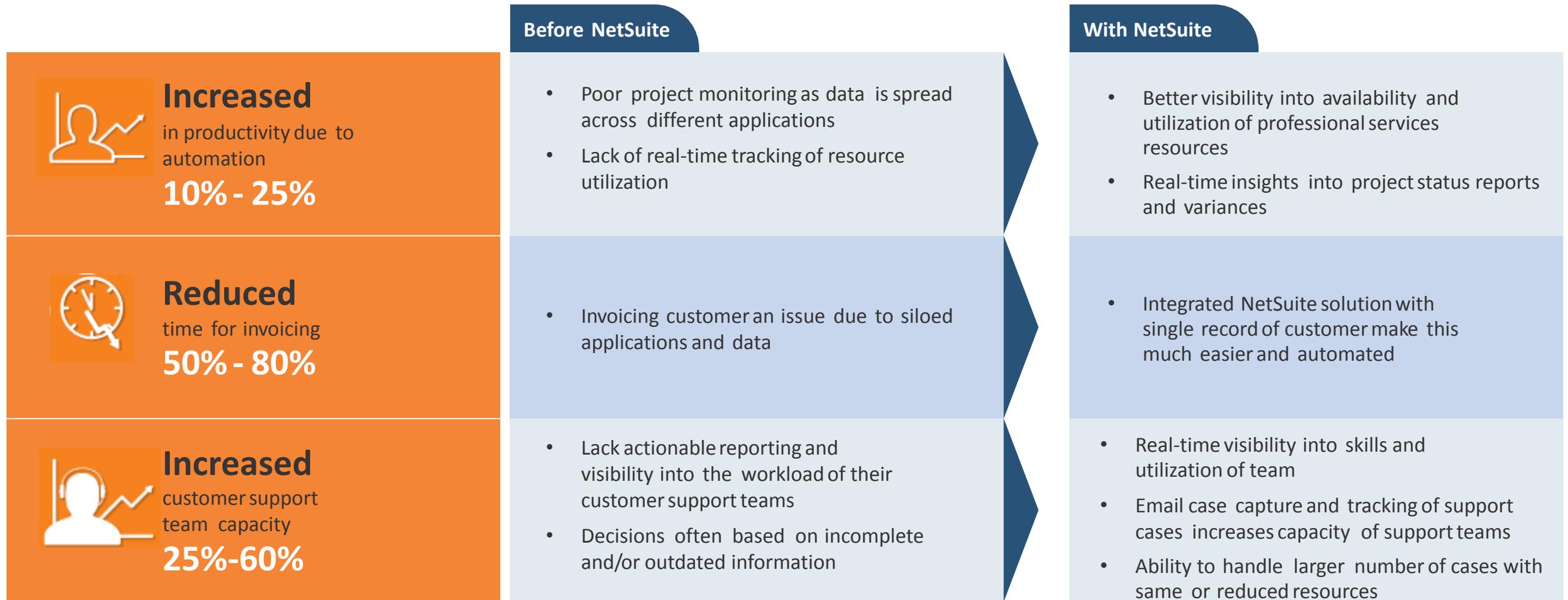
Business value for integrated sales and marketing



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# Professional Services and Customer Support

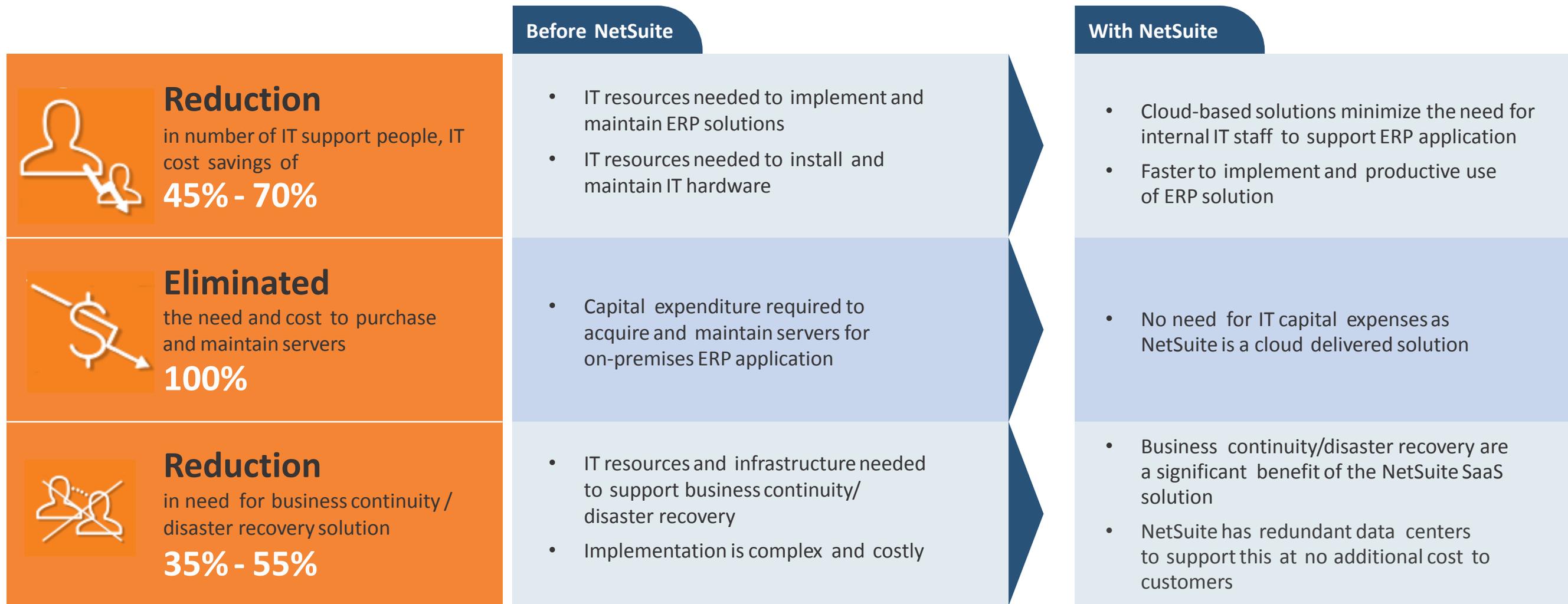
## Business value for services and support



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# IT Management and Resources

Business value for company operations



KPI improvements are estimates based on discussions with NetSuite customers