

Software Companies Run Better on NetSuite.



Software Industry KPIs that Matter

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SOLUTION PROVIDER

Improved Results from Businesses Like Yours

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

KPI improvements are estimates based on discussions with NetSuite customers

Improved Results from Businesses Like Yours

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

KPI improvements are estimates based on discussions with NetSuite customers

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



Average Deal Size



Reduction in DSOs



Unlimited Expansion Growth



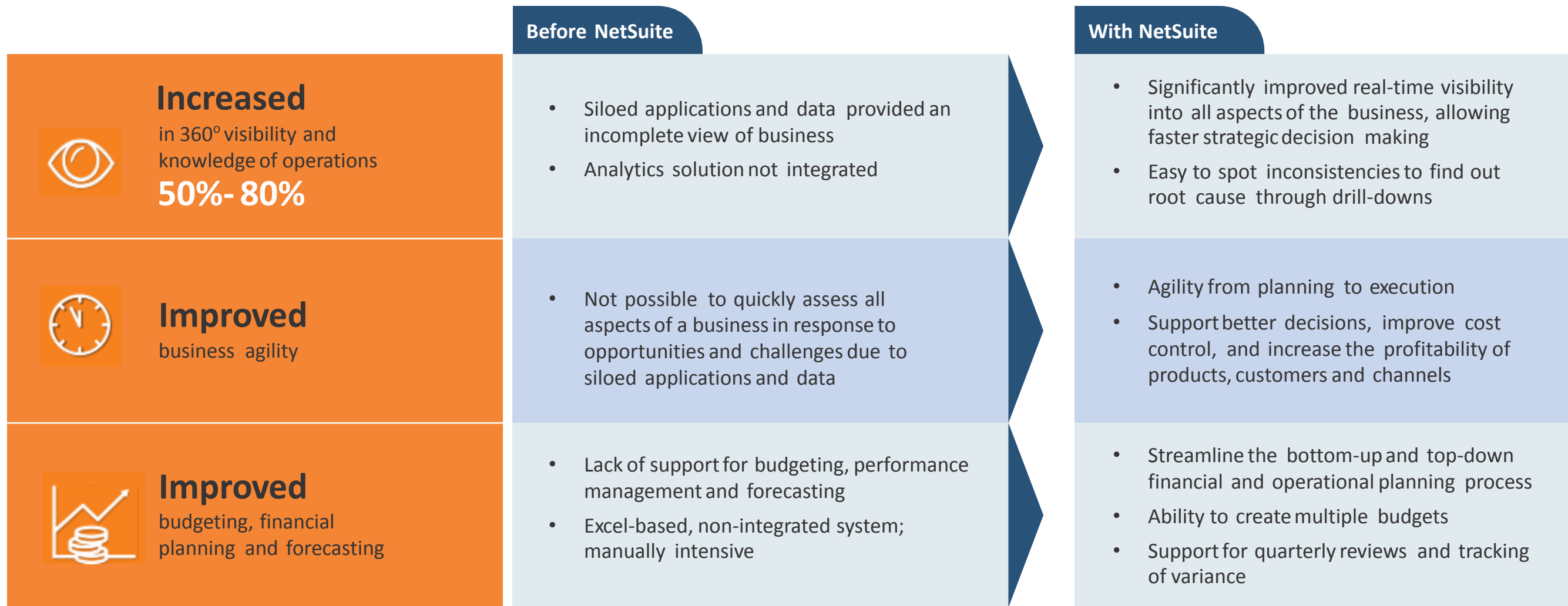
Revenue Growth



Intelligent Order Orchestration

Business Visibility

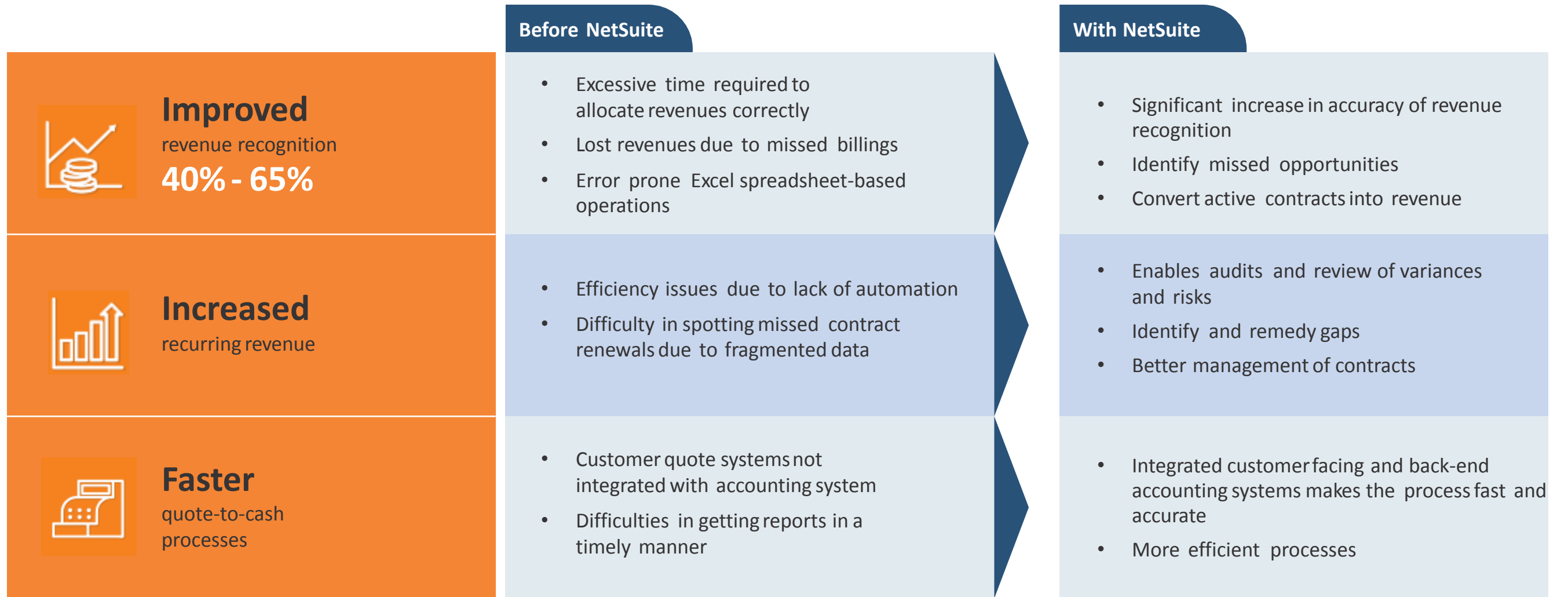
Business value for company management



KPI improvements are estimates based on discussions with NetSuite customers

Financial Management (1 of 3)

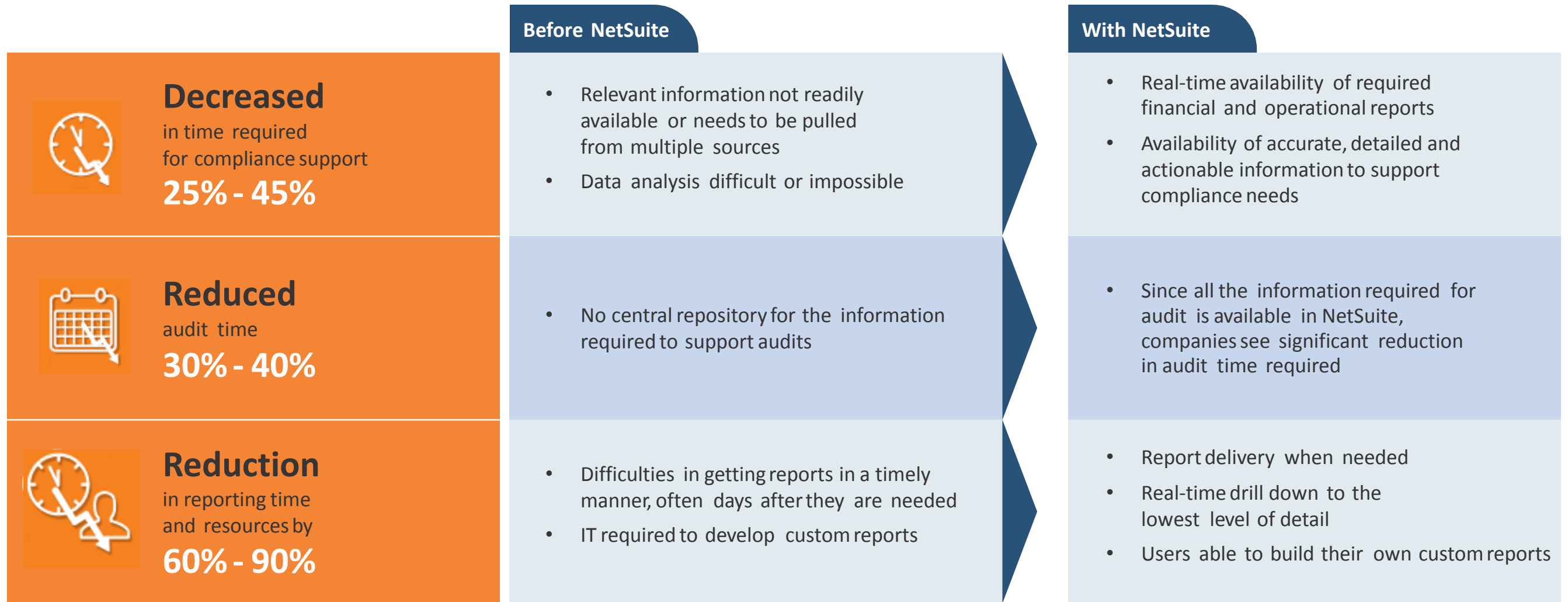
Business value for revenue analysis and management



KPI improvements are estimates based on discussions with NetSuite customers

Financial Management (2 of 3)

Business value for financial reporting



KPI improvements are estimates based on discussions with NetSuite customers

Financial Management (3 of 3)

Business value for accounting department

Before NetSuite

With NetSuite



Reduced

time to close the financial books

40% - 70%

- Extensive time spent on reconciliations, especially with multi-division, multi-region and multi-currency
- Accounting teams overwhelmed
- Almost no time for analysis

- Earlier availability of financial results through faster period-end processes and more accurate reconciliations
- More time spent on analysis



Increased

in accounting staff productivity

20% - 50%

- Inefficiencies as a result of manual processes
- Use of spreadsheet based accounting

- Increased efficiency through integrated reconciliations and reporting
- Reducing need for large accounting staff
- Better management of contracts



Reduction

in time for general ledger consolidation

20% - 35%

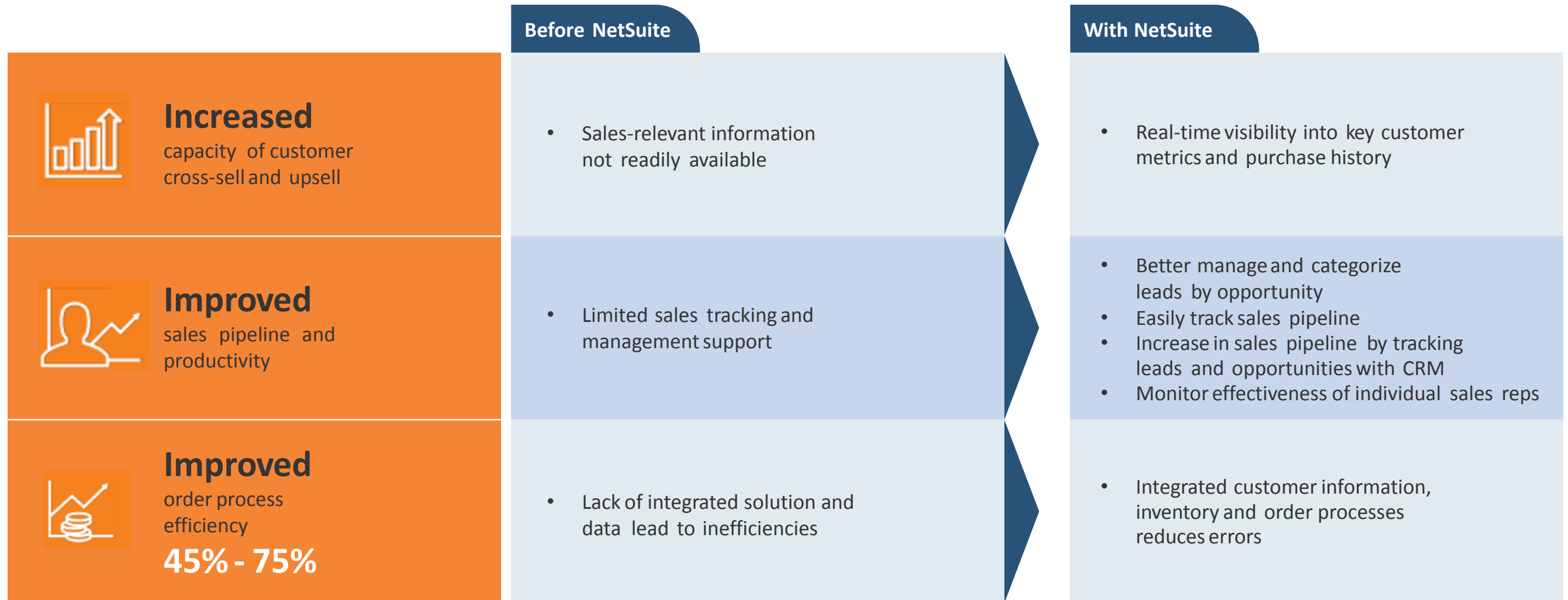
- Difficulties in consolidation of data from multiple entities
- Difficulty in consolidation of accounts in different geographic regions with multiple currencies

- Real-time consolidation of data from multiple entities, regions and currencies
- Support for real-time consolidation of financial information in multiple currencies
- Helps reduce time to close books

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Sales and Marketing

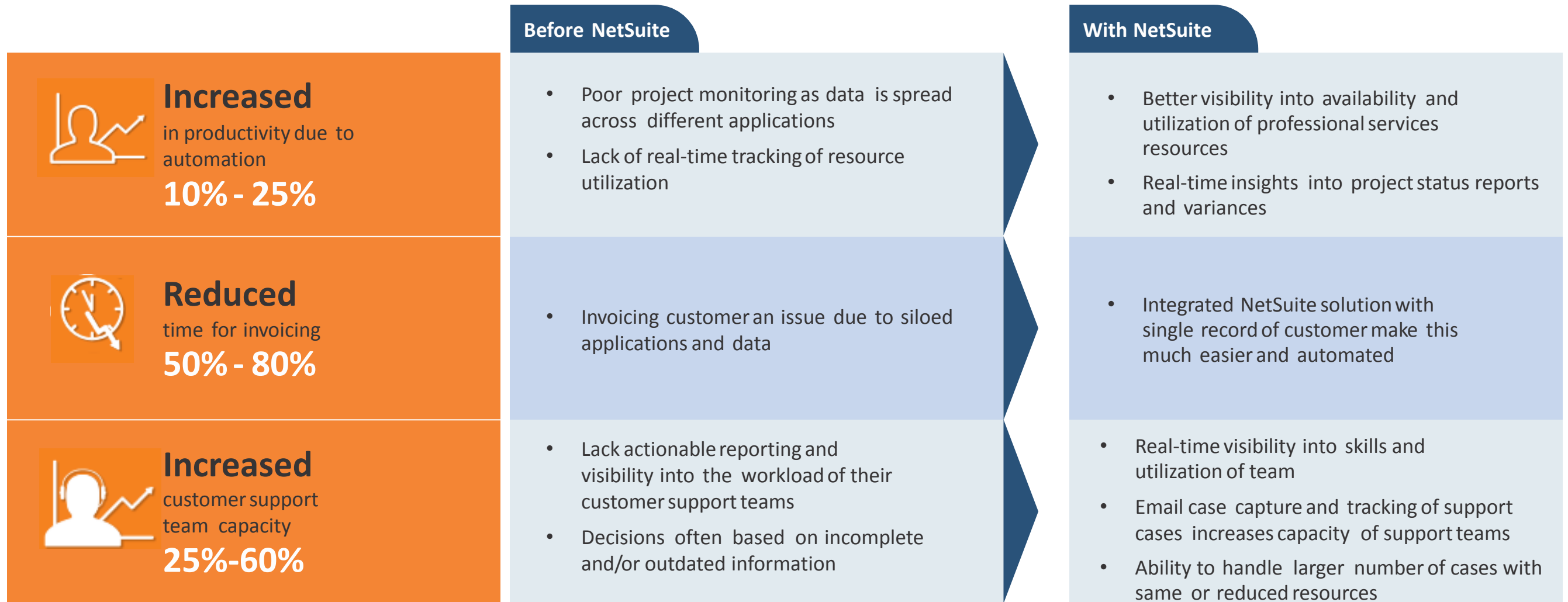
Business value for integrated sales and marketing



KPI improvements are estimates based on discussions with NetSuite customers

Professional Services and Customer Support

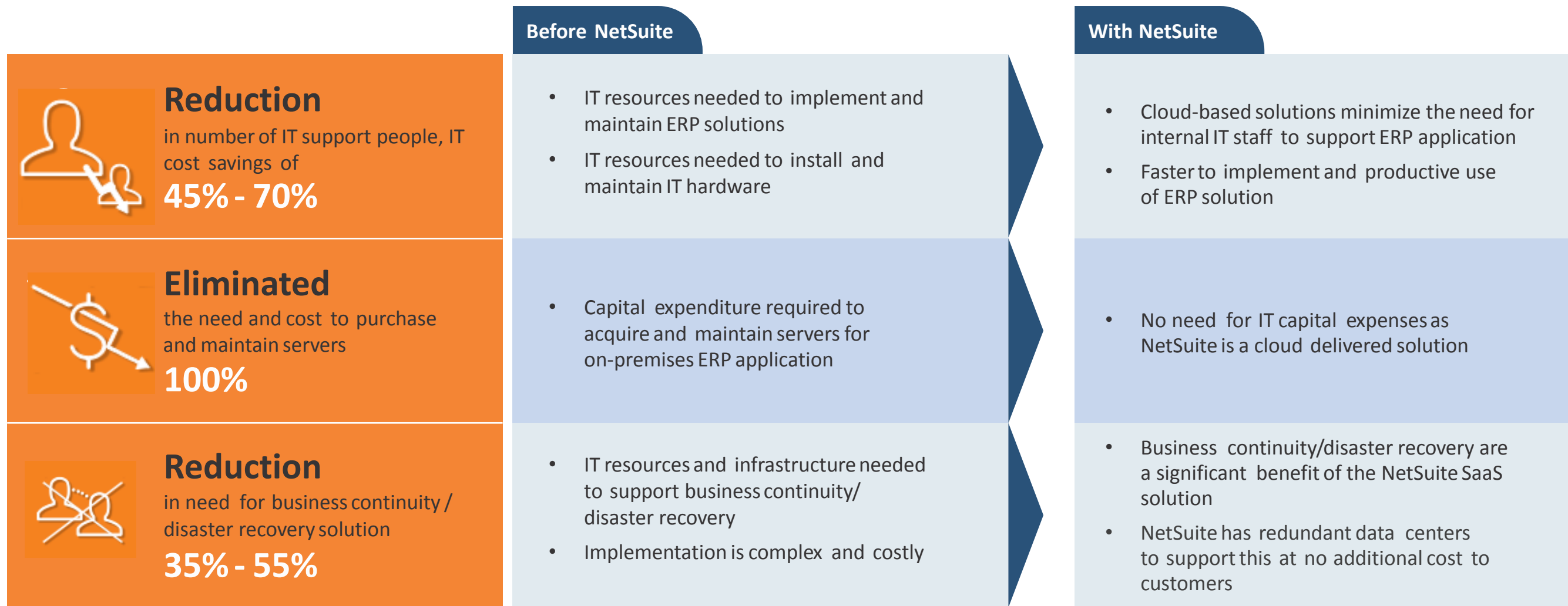
Business value for services and support



KPI improvements are estimates based on discussions with NetSuite customers

IT Management and Resources

Business value for company operations



KPI improvements are estimates based on discussions with NetSuite customers