

# Sage Conversion Kit



<b>Letter from CEO</b>	2
<b>Why You Can't Afford <u>Not</u> to Convert from Sage to NetSuite</b>	3
<b>NetSuite Small Business Data Sheet</b>	4
<b>NetSuite — Your Business Partner for the Future</b>	5-7
<b>What Customers Tell Us</b>	8-9
<b>Customer Success Stories</b>	
i-Solutions Global	10-11
Incutio	12-13
Radcliffe Denim	14-15
H.T. Maddocks	16-17
<b>NetSuite Awards</b>	
The CPA Technology Advisor	18-19
More Awards	20



Thank you for your interest in our **Sage Conversion Kit**. If you are tired of adapting your business processes to a box application — instead of having the application adapt to your business, I encourage you to review this kit and contact us to learn more.

Many NetSuite customers have already left Sage, and their related complaints, behind. We encourage you to do the same. NetSuite is the one powerful solution that automatically integrates your sales, accounting, inventory and web store; provides all users with anytime, anywhere access; and eliminates the pain of managing software — all starting at 60£ a month.

NetSuite offers everything in a single, integrated and powerful solution: sales, service, financials and accounting, payroll, inventory, order management and Web capabilities. This level of integration means you never have to swap disks or pass files, leading to streamlined workflows between individuals and departments. Using our Real-Time Dashboards, each employee also has customized views into one common set of data.

I encourage you to read this kit, which includes case studies profiling several former Sage customers and NetSuite features and benefits. After you have read this, please call **+44 (0) 1628 774 400** to learn more.

Sincerely,

Zach Nelson,  
CEO and President  
NetSuite, Inc.



## Why You Can't Afford Not to Convert to NetSuite

### Sage Gives You Only a Partial View of Your Company.

Sage products doesn't allow you to access real-time information from all areas of your company. As a result, you must enter data in batches, rely on outdated information, and track down reports from other departments or desktop systems—all of which leads to needless inefficiency. More importantly, you don't have reliable information on sales, inventory, order status, accounts payable balances, or other critical data. Consequently, crucial business decisions are based on incorrect assumptions—not accurate, up-to-the minute data.

In contrast, NetSuite supports all the functions of your company by using one common data repository. With our customisable Real-Time Dashboard, both internal and external users view real-time reports and information, allowing them to respond more quickly and make better decisions.

Sage 50 is a point solution. To fulfill a customer order, or provide a service to a customer, information must move easily between sales, order fulfillment, accounting and service departments. Yet Sage 50 forces you to rely on disparate applications for each key business process. Employees waste time re-entering information, which can lead to data entry errors and lost productivity. As a result, Sage costs your business money and hinders timely service to your customers.

In contrast, NetSuite supports all your sales, service, back-office and Web operations. You eliminate the costly work of integrating applications, as well as the time spent re-entering information. You can then spend more time responding to customers, which further differentiates your business from competitors.

### Sage Forces You to Deal with IT Concerns.

Sage requires you to manage and update the software yourself. But as a small company, you need to focus on your core business, not your applications. Unless you have a full-time IT department, Sage can put a significant strain on your company's limited IT resources.

In contrast, NetSuite is a software service, meaning that we host the application and data in our Fortune 500 data centre, giving you best-of-breed security and privacy measures. With an Internet connection, you can access the application anywhere and anytime. Even better, NetSuite handles all upgrades and maintenance for you.

### Sage Has Limited Functionality.

You may run a small operation, but it doesn't mean you don't face complex issues. Sage limits how you run your operation, so that very often you're adapting your business to the application, rather than vice versa.

In contrast, NetSuite was built from the ground up to provide small and mid-sized businesses with robust, customisable and easy-to-use functionality. More than a mere sales, service and financial application, NetSuite provides order and inventory management, as well as dynamic Web capabilities. NetSuite also lets you create 24/7 Customer Centres to enhance customer interaction and foster long-term loyalty. Additionally, our Vendor Centres give your reselling partners views into real-time inventory, enabling them to transact with your company online. As a highly flexible solution, NetSuite also scales up as your business grows—so you no longer have to worry about how your IT infrastructure will support that growth.

### Sage 50 is a Point Solution that Doesn't Support Your Entire Company.

To fulfill a customer order or provide a service to a customer, information must move between sales, order fulfillment, accounting, service departments and more. Using Sage forces you to rely on other applications for each department. Employees waste time re-entering information between departments, and information is easily lost in the shuffle or inaccurately communicated—costing your business money and timely service to your customer.

NetSuite supports all your sales and service, back-office and Web operations. You eliminate costly integration work between applications and time spent re-entering information. In the end, you are able to respond more quickly to your customers or clients needs—further differentiating your business from your competitors.



# NETSUITE

## SMALL BUSINESS

### NetSuite Small Business offers the industry's first and only:

- Integrated order management
- ERP and CRM integrated with ecommerce

### NetSuite Small Business includes:\*

#### • Sales and Contact Management

- Lead management
- Communication automation
- Sales pipeline tracking
- Quote generation
- Group calendaring and collaboration

#### • Productivity Tools

- Executive Dashboard and KPIs
- File Management and Sharing
- Import/Export of Records
- Outlook and Palm Sync
- Anytime, Anywhere Web Access
- Customisable Reporting
- Search Capabilities

#### • Order Management

- Order processing
- Fulfillment

#### • Accounting and ERP

- General ledger
- Accounts receivable
- Accounts payable
- Time and billing
- Inventory management

#### • Employee Management

- Reporting
- Executive dashboard
- Employee records
- Expense reporting
- Time tracking

#### • Payroll integration

#### • Web Presence

- Web site and ecommerce
- Online vendor center
- Online customer center

\*Some features sold in add-on modules

NetSuite Small Business is the only online business application that streamlines both front- and back-office operations for growing businesses. NetSuite Small Business connects all the information you need—from lead generation to sales orders to product shipment—across your entire company. Since all data is held in a single system, you can access one real-time view of all crucial business metrics, allowing you to make smarter, faster decisions.

As a Web-based, hosted solution, NetSuite Small Business reduces your total cost of ownership (TCO). There is no software to install, no hardware to purchase and maintain, and no complex upgrades over time. NetSuite's team of IT professionals manages your maintenance, support, and upgrades at our world-class data centre. As a result, you can focus on running your business, while NetSuite runs your software.

## Why NetSuite Small Business?

### Bring It All Together

With a single, integrated business application, your employees no longer have to re-enter data in different systems, rectify inconsistent or inaccurate data, or do complex system integrations. Just like your larger competitors, you can automate key business functions across all your departments, including sales, finance, purchasing, order fulfillment, and employee management at a price you can afford.

### Get an Instant Snapshot of Your Business

NetSuite Small Business is the first product to offer customisable dashboards so you can see your key business indicators right now. View what your sales are today, how many leads you had today vs. yesterday, and who your top customers are this month—all with real-time dashboards.

### Manage Your Business, not Software

As much as 90% of the cost of software is tied to managing it after it's bought. With NetSuite Small Business, there's no hardware or software to install—all of those costs are eliminated because NetSuite manages it for you at our world-class data centre.

### Anywhere, Anytime

With access anywhere through an internet connection and a browser, you and your employees can manage your business virtually anywhere.

### Built for Your Business

Since NetSuite Small Business is designed specifically for growing companies, it offers affordable pricing and fast implementation. In addition, NetSuite Small Business is easily configured to fit your specific needs.

 Find out more: contact NetSuite at +44 (0) 1628 774 400 or visit [www.netsuite.co.uk](http://www.netsuite.co.uk)



## NetSuite — Your Business Partner for the Future

NetSuite is more than a vendor to you; we will act as your trusted business partner now and in the future. NetSuite has delivered on the promise of a single system to run your entire business with integrated CRM, back-office ERP, e-commerce, and self-service employee, customer, partner, and vendor portals. Furthermore, NetSuite provides its solutions over the Web — as Software as a Service — supporting anytime, anywhere browser-based access to your business applications. Hosted in our state-of-the-art secure data centre, your NetSuite solutions provide you with high-availability, superior server and application management, and reduced capital costs for a hardware infrastructure. As a dedicated customer-focused organisation, NetSuite is growing with your business interests at the forefront of our business.

### NetSuite's Commitment to Quality

NetSuite has changed the way applications are built, tested and delivered. Quality begins with the discipline our founder, Evan Goldberg, instills across the entire company to maintain the single, integrated platform for end-to-end, process-oriented business management. That single platform is both highly customisable and extensible based on simple “click, not code” configuration tools called SuiteFlex. Because of NetSuite's unique customisation ability, you have the assurance that all customised changes are carried forward seamlessly with subsequent upgrades in NetSuite — whether you created the extensions yourself or whether a NetSuite partner developed them as an extension. And all our partners' products are tested so we can provide you the assurance that they will integrate and work well with NetSuite.

### NetSuite's Commitment to Meeting Your Business Needs

NetSuite's unique single-system model provides benefits that would not be possible in stand-alone systems and enables end-to-end management of the business that can be quickly and easily analysed via patent-pending real-time Dashboards. Our customers have visibility into all their business processes — across the world, if that applies — in real time. The dashboards and the user-selectable key performance indicators (KPIs) allow business-specific analytics to enhance your company's decision making. Very sophisticated reports are available with NetSuite, and of course you can create your own reports and searches and create ad hoc reports of your data anytime.

Yet we realise that not all businesses are the same: NetSuite thus offers industry editions for wholesalers/distributors, software companies, and professional service providers. Future releases will continue to address needs for these industries and vertical markets while continuing to accommodate the broad needs of small-to-mid sized businesses.

### NetSuite's Commitment to Our Customers

NetSuite is certified as a SAS 70 Level II compliant provider of on-demand solutions and services. SAS 70 is an internationally recognised auditing standard; such certification demonstrates that a service organisation has been through rigorous audit of its control over information technology and all related processes. Specifically, it assures you that changes to our applications and production systems are properly authorised, tested, approved, implemented and documented; that your data is always backed up and safely stored; and that the code of conduct of NetSuite in terms of our policies, procedures and our responsibility to our customers can provide you with service you can rely on, both now and in the future.

### NetSuite's Commitment to Stellar Business Continuity

We know that downtime is not an option in your business. This is one reason that we guarantee 99.5% uptime across the entire NetSuite family of applications for all our customers. If for any reason NetSuite does not deliver its application services with 99.5% uptime, you will receive a credit for that month's service. The guarantee covers the entire 24-hour period from Monday thru Friday (Eastern Standard Time) and all but a few late night/early morning weekend hours that are reserved (but not always used) for maintenance.

We provide customers a publicly available web page to display system status at all times at <http://status.netsuite.com>.

### NetSuite's Commitment to Industry Standards

No business wants to rely on old technology — outdated client/server applications that are thrown onto the Web without being architected for the Internet and multi-tenant support. In addition, we adhere to standards that affect the way software is developed and the reliability through which it is delivered. For example, we adhere to industry-standards such as Ajax, JavaScript, and Web services, among many others. The system is built on a single data model utilising an Oracle database and a J2EE (Java 2 Enterprise Edition) architecture.

### NetSuite's Commitment to Smooth Upgrades

Many aspects of your NetSuite partnership extend beyond rich business functionality: The very way we create, test, and deliver the solution is unique to NetSuite (in fact, it is in the patenting process). All of NetSuite Inc. runs on our own application — in fact, we roll it out internally first. Consider the following:



• **NetSuite, Inc. Corporate Rollout**

After extensive testing and tuning of the system, NetSuite Inc. is the first to run each new release of our applications. We run each of our departments on NetSuite, putting the system through the most direct, demanding critics in the industry — NetSuite’s own sales, marketing, customer support, and accounting personnel. We make sure it works for us, so we know it’ll work for you!

• **Customer Beta**

NetSuite’s unique Beta program allows you to take a look at new versions and features using your own data and business processes. Our Beta servers provide you with a duplicate of your account so you can see first-hand the impact of newly added capabilities on your business operations. Changes you make in your Beta account do not affect your production system, giving you your very own “sandbox” to play with new features and put the new version through its paces.

• **Phased Rollout Early Experience Program**

NetSuite’s patent-pending Phased Rollout Program allows new versions to be deployed selectively, in multiple waves. Thanks to a dedicated customer base, NetSuite has solicited a group of individuals who have agreed to serve as early adopters for each release. These participants of the Early Experience Program (PEEP) serve as the second rollout wave for new versions (after NetSuite Inc. of course!) and help ensure an even higher level of quality than would be provided by a standard Beta Program.

• **Server-by-Server General Rollout**

Before the final rollout of new versions to all customers, servers representing about 5%, 10%, 20%, 40% and 60% of the customer base is upgraded in waves, with the final phase to 100% of the customer-base. The server selection for each wave rotates for every version so no customer is affected by this repeatedly. This gradual rollout process serves as a final check and confirms optimal quality and performance at each step of the general rollout to all customers.

**NetSuite’s Commitment to Superior Customer Support**

Providing world-class customer support on which your business can consistently depend is our goal. To that end, our customer support, engineering and quality assurance departments are managed jointly, so that our support personnel are always well informed of new product functionality, allowing issues to be quickly resolved. In addition, we offer your growing business three levels of support.

To ensure that all our customers are always able to contact our support team and get assistance, we include our NetCARE 60 Day Free support package for with every purchase of NetSuite. And because we host your application at our world-class data centre, all maintenance, version upgrades, and data back-ups are also included free of charge. For those customers who seek additional levels of support, we offer the NetCARE Gold and NetCARE Silver customer support options.

**NetCARE Gold**

This package offers you unparalleled service and responsiveness. Customers who choose this package can always be assured of the fastest response times, as well as leading-edge tools and services.

- Extended hours of support
- Access to a dedicated, toll-free phone line that is password-protected and restricted to NetCARE Gold Customer Support members
- Access to NetAnswers online knowledge base, giving you over 1,000 self-service solutions, 24 hours a day, 7 days a week
- Web-based training classes with every major new release to keep you well informed of new functionalities or functionality improvements

**NetCARE Silver**

This premier package offers fast response times, priority queuing of calls, and support for an unlimited number of cases, whether by phone or e-mail.

- The support team is available to help you resolve technical, set-up or “how-to” questions
- Access to NetAnswers online knowledge base provides customers with more than 1,000 self-service solutions, 24 hours a day, 7 days a week

**Comprehensive Services to Ensure Your Success**

NetSuite’s applications offer a broad base of functionality to streamline your business processes and increase your organisational efficiency. But getting the most out of your NetSuite applications requires an implementation that fits your business needs as well as ongoing services that support your company and its users. NetSuite has a comprehensive set of implementation and support services, which we offer directly, or through our network of partners.

**Implementation Services**

NetSuite and NetSuite’s partners offer the following services for each phase of implementation:



• **Data Services**

To transition from your old applications, you need to unite all your data. We help you extract the data from your legacy systems, structure data in coherent hierarchies, clean and reformat it, and finally, import it into your NetSuite application.

• **Implementation Services**

Because we serve customers in a multitude of industries, we have amassed a wealth of experience to evaluate your implementation needs. We will work with you to create a migration plan and a timeline, as well as custom functionalities that address your unique business needs.

• **Integration Services**

NetSuite offers full integration planning, design and development services to integrate your NetSuite application with your other critical applications to create the ideal real-time solution for your business.

• **Education & Training Services**

To ensure successful adoption by all your users, NetSuite provides on-demand, e-learning tutorials, and live, Web-delivered sessions. In addition, NetSuite can create and deliver fully customised, on-site courses for your company.

• **Business Consulting Services**

To maximise the business benefits of NetSuite applications, we will work diligently to understand your company's business architecture and process flows. We offer process mapping from legacy systems, best practices process consulting, as well as business tune ups.

**NetSuite's Commitment to Customer Product Feedback Initiatives**

NetSuite has a dedicated product management team whose main focus is to evaluate both customer needs and market conditions, and to incorporate its findings into the product road map. The product management team always maintains close relationships with the customer base. To complement this targeted customer focus, the senior members of the development team monitor emerging technologies on an on-going basis in order to improve application functionality. NetSuite also maintains close ties with leading industry analysts and experts within the business application space and monitors the results of their market research.

In addition, three formal programs ensure that best practices from customers are continually incorporated into product initiatives:

• **Enhancement Request Program**

Online tools allow customers to submit product ideas and requests for enhancements 24/7. You can even see the top requests made by all customers and "vote" on your favorites. NetSuite incorporates these ideas into the product roadmap and release cycle based on the volume of requests, complexity, and overall impact to customers.

• **Customer "Ride-Alongs"**

Members of the NetSuite product team consistently invite customers to "day-in-the-life" scenarios via a Web meeting session using the customers' own instance of NetSuite applications. These ride-alongs provide feedback for usability, workflow and functional improvements, as well as a library of best practices.

• **Product Council**

NetSuite invites select customers to participate in this forum, which serves as a sounding board for future product directions. The product council also provides valuable feedback on particular areas of interest such as vertical markets.

**NetSuite's Commitment to Your Future**

A customer-focused organisation, NetSuite is uniquely poised in the market. NetSuite has won every major award in its class, including PC Magazine's Editors' Choice Award (with a rating of 5 stars out of 5), PC World's World Class Award, and Forbes' Best of the Web. PC Magazine recently called NetSuite the most powerful tool for running a small business. With strong revenue growth, solid financial investment from majority owner, Larry Ellison (Founder and CEO of Oracle Corporation), and financial backing from StarVest Partners, NetSuite is your partner now and for the future.



## What Some Former Sage Users Who Switched to NetSuite Have to Say

Many of NetSuite's customers switched from their Sage implementations to NetSuite. Let's look why some of them chose NetSuite to run their businesses.



"After having used NetSuite now for three years, I can confidently say it has improved Edge Vision's effectiveness in terms of saving employees' time, reducing margin for error, and maintaining the company's profit margin. We were using very disparate system-based data before, including various Sage/ACT products, and are now very glad that we made the jump straight into NetSuite."

**Peter Taylor**, *Managing Director, Edge Vision, Rickmansworth (UK)*  
Value-added reseller of audio-visual solutions  
[www.edgevision.co.uk](http://www.edgevision.co.uk)



"After having upgraded from QuickBooks to MAS 90 because we figured it would handle a lot more volume, we realized over time that MAS 90 was challenging and quite cumbersome to use. What's more, some of our support people had to look through eight or nine different systems, including MAS 90, to look up one order. It was getting out of hand. Now with NetSuite, we have one package that streamlines everything, which is both a huge time savings and a major decrease in headaches. We're able to get through a lot more cases a lot faster, and it has freed me up to grow the business instead of running it. The kicker is that with NetSuite's advanced inventory management, we've been able to decrease our inventory on hand by 30 percent, while sales continued to rise."

**Mordy Eisenberg**, *CEO, GSM Cellular, Monsey, NY (US)*  
Online retailer of electronics accessories  
[www.gsmcellular.com](http://www.gsmcellular.com)

## Opta Sports Data

"Since migrating from Sage Line 50 to NetSuite, our sales processes have been much more closely integrated with our customer data."

**Patrick Murray**, *CFO, Opta Sports Data, London (UK)*  
Compiler of sports performance data across Europe  
[www.optasportsdata.com](http://www.optasportsdata.com)



"We came on board with NetSuite last year after previously using three different products—Sage Line 50 for accounting, ACT! for CRM, and Excel for stock control and the rest. With so many systems, things were disjointed and all over the place. Now with NetSuite everything is coordinated and efficient. With the system being so scalable, our company, which has been in business since 1978, can concentrate on growth rather than chase paper trails."

**Agam Jain**, *Managing Director, Jayex Technology Limited, London (UK)*  
Producer of information display systems and software  
[www.jayex.com](http://www.jayex.com)



"As an international company with people spread out in the U.S., France, Korea, China, Mexico and other places, having a Web-based application for visibility purposes was extremely important to us. MAS 90 was fine for accounting only, but it didn't give us the ability to adequately track sales from order through logistics and accounting that NetSuite does. With NetSuite we've had everything in one product that has tremendous flexibility, and that has really been key."

**Dan Bruxvoort**, *VP of Finance, PS International, Chapel Hill, NC (US)*  
International trading company specializing in the trading of agricultural commodities  
[www.psinternational.net](http://www.psinternational.net)



"With NetSuite I'm able to work from home, which I was not able to do when we were using MAS 200. Our sales office is out of state so the Internet provides immediate access to customer orders and speeds up deliveries. Also, I like the reporting capabilities with NetSuite. Many things are more convenient now than they were before. And, customer service has been great."

**Ann Thein**, *Controller, Mionix Corporation, Rocklin, CA (US)*  
 Manufacturer of biotechnology products for food and agribusiness industries  
[www.mionix.com](http://www.mionix.com)



"Before NetSuite we were running our financials on ACCPAC and our customer relationship management in local databases and manual, paper-based processes. Consequently, we lacked the depth of insight required for cash flow, revenue recognition, clear reporting, and timely communication with our teachers, students and their parents. NetSuite has helped us get that information company-wide and at one glance."

**Tom Frank**, *CFO, Nobel Learning Communities, West Chester, PA (US)*  
 Preschools, elementary and middle schools across the United States  
[www.nobellearning.com](http://www.nobellearning.com)



"Before NetSuite, we had three different systems including ACT!, and it was nightmare. We had to enter each lead three times. Now with NetSuite, we enter a new lead and it populates to all the appropriate places which saves us time and energy."

**Al Guerra**, *President, Printech, Inc., Doral, FL (US)*  
 Software for laser check printing  
[www.printech.com](http://www.printech.com)

## Middleberg Riddle & Gianna

"ACT! was fine for a couple users, but we wanted something enterprise friendly, customizable and that could be used across all our departments. NetSuite was the solution. We needed CRM accessible to the enterprise. The on-demand application appealed to us because we could log in from anywhere and it had the potential to grow with us. In the end, we'll have a single system of record."

**Brian Nuckels**, *Manager of Client Connectivity  
 MRG Document Technologies, Dallas, TX (US)*  
 Legal services, mortgages and document preparation  
[www.midrid.com](http://www.midrid.com)



"We previously used Peachtree and Salesforce.com but wanted something all under one roof. Now we have one system where everyone has access to the real-time data needed to efficiently do their jobs."

**Brent Stidley**, *Director of Administration/Controller, Brivo Systems, Bethesda, MD (US)*  
 Security systems provider for organizations that need to protect buildings and facilities  
[www.brivo.com](http://www.brivo.com)

## i-solutions Global Ltd.

[www.i-solutionsglobal.com](http://www.i-solutionsglobal.com)



### At A Glance:

- **Company:** i-solutions Global Ltd.
- **Location:** Allesley, Coventry, UK
- **Industry:** Computer Software
- **Challenges:**
  - Integrate accounting, sales force automation, and customer support on one platform that can be accessed from any location
- **Software switch from:** Sage; in-house designed software
- **Other software considered:** Salesforce.com, SAP
- **Results with NetSuite:**
  - Value of active sales pipeline has increased by 100 percent
  - Automated reporting capabilities eliminated the need to hire two additional employees

*“NetSuite gives us a visibility into our business and an accountability that would be impossible for a company our size to get any other way.”*

*—Rex Harrison, CFO  
i-solutions Global Ltd.*

### The Results

In just one year on NetSuite, i-solutions Global Ltd has seen the value of its active sales pipeline increase by 100 percent. “NetSuite lets us identify new sales leads and focus on those where we have a real opportunity,” says Rex Harrison, chief financial officer of i-solutions. “That was really difficult before we started using NetSuite.”

Software sales have jumped 300 percent—a boost that Harrison says is due in large part to NetSuite. “There’s no doubt NetSuite is contributing to the increased performance of our company,” he says. “The data it gives us, the reporting it can do, it all brings a higher level of transparency to our business, letting us see how we’re doing and what we need to do better.”

NetSuite has been able to boost productivity within i-solutions, as well. “Without NetSuite, it would be extremely time consuming to generate the kind of reports we need,” says Harrison. “We would have had to hire two additional people to manage the process,”—a significant cost for a company with less than 50 employees. Even then, the results would not be ideal, says Harrison. “NetSuite gives us a visibility into our business and an accountability that would be impossible for a company our size to get any other way.”

### The Challenges

Since its founding in 2001, i-solutions has focused on giving its customers the big picture of their own businesses. It provides Internet-based enterprise software to help companies manage projects and track key performance indicators, such as sales and customer and employee satisfaction. But even as it grew, attracting big corporate clients such as Airbus and Pfizer, i-solutions lacked the ability to see its own big picture. And as business data became harder to track and analyze, Harrison knew that a fix was needed fast.

The problem was that i-solutions, like many businesses, was using a patchwork of systems that didn’t talk to each other. It was using Sage for financials, and tools that had been developed in-house for customer support. “We wound up with many different enterprise systems all gathering the same information and none connected to the others,” says Harrison. “We just weren’t getting a good overview of our business.”



 Find out more: contact NetSuite at +44 (0) 1628 774 400 or visit [www.netsuite.co.uk](http://www.netsuite.co.uk)



*“With NetSuite, we can see our sales pipeline, see which leads look most promising, and know where we need to focus.”*

*—Rex Harrison, CFO  
i-solutions Global Ltd.*

Harrison knew that he needed a system that could integrate all the various tools i-solutions required, but he also wanted a Web-based solution, something that could be accessed not only from the company’s U.K. headquarters, but from its sales offices in the U.S. and China. Entering data from remote locations and keeping it all up-to-date had been a major challenge with its existing system; a Web-based package could eliminate the problem. “We develop Web-based solutions ourselves, so we were sold on the idea,” says Harrison.

While expanding and integrating i-solutions’ business software, Harrison wanted sales force automation as well. In exploring his options, he looked at packages including Salesforce.com and SAP. But these, he says, lacked the ability to manage customer support—a key criteria for i-solutions. “We had developed our own application to handle support, but we were constantly identifying areas for improvement. This was potentially a major resource drain for a non-core application,” says Harrison. “We needed an effective mechanism for customers to self-serve themselves and for us to track them.”

NetSuite’s draw was that it met every criterion on Harrison’s list—and then some. “NetSuite had the sales force automation and integration we needed, but the big surprise was that it had the ability to manage our support, as well,” says Harrison. “Indeed there were a lot of surprises, like how it would help us manage relations with partners and vendors. There is so much in NetSuite. It’s a very big tool.”

### The Solution

With NetSuite, i-solutions is able to get what Harrison calls a “360-degree view” of the customer. “From lead to deployment to support issues, all of the information we need is right in NetSuite and readily available,” he says. “And if someone in a sales office updates information, everyone else sees it right away. We don’t have to go hunting for data anymore. Everyone knows exactly where it is.”

NetSuite’s sales force automation tools enable i-solutions to log and track opportunities with both existing clients and potential customers. But they also enable the company to better leverage its resources. “NetSuite lets us bring a better level of discipline to the sales process,” says Harrison. “With all of the reporting it is capable of, there’s a much higher level of transparency to our business. We can see our sales pipeline, see which leads look most promising, and know where we need to focus.”

Also contributing to the bottom line is NetSuite’s dashboard, which gives an instant view of key performance indicators. “We use it religiously,” says Harrison. “Our salespeople see open opportunities; I see sales and opportunities. For a company our size, to have this kind of visibility into the business is invaluable.” Harrison isn’t the only one sold on NetSuite, either. Recently he showed off the system to a potential i-solutions investor. “The comment we got back was, ‘I want all of my portfolio companies to run this software.’”

 Find out more: contact NetSuite at +44 (0) 1628 774 400 or visit [www.netsuite.co.uk](http://www.netsuite.co.uk)



## Incutio Ltd

[www.incutio.co.uk](http://www.incutio.co.uk)



### At A Glance:

- **Company:** Incutio Ltd
- **Location:** Wrexham, Wales, UK
- **Industry:** Software; Computer Services
- **Challenge:**
  - Integrate CRM and accounting activities
  - Provide visibility at both individual and company level
  - Develop a new business without compromising the existing one
- **Software switched from:** Salesforce.com, SugarCRM, Sage, QuickBooks
- **Results with NetSuite:**
  - Productivity up 10 – 15%
  - Productivity of one key staff member up a further 20%
  - 10% increase in revenue

*“NetSuite supports each person in each part of the business — for us, that’s its greatest strength. It allows each member of staff to do their own job within the context of what is happening in the rest of the company.”*

— Andrew Piggott, Managing Director  
Incutio Ltd

### The Results:

British company Incutio increased its overall productivity by 10 to 15 percent in just a few months by using NetSuite’s integrated CRM and financial functionality.

It achieved an additional 20 percent increase in the productivity of one particular staff member formerly responsible for maintaining and customising the set of existing, disparate systems, giving him a combined total of 30 to 35 percent more time to concentrate on revenue-generating activities.

“We’ve also increased our revenue by about 10 percent thanks to NetSuite’s ability to capture every job we do, making sure that nothing escapes the billing procedure,” says Managing Director, Andrew Piggott.

### The Challenges:

Incutio, which builds and services Web-based software solutions, was keen both to grow its existing business and to alleviate operational strain in order to divert resources to developing a new online retail business.

With around 60 percent of its existing business invested in supporting the applications and services it provides, good customer relationship management is the key to Incutio’s business, but it had no formal CRM structure in place.

“Everybody was working really hard but we weren’t always aware of what each other was doing,” says Andrew. “For example, a lack of coordination between sales and scheduling meant that whilst one of us was selling services, the rest of us were unaware of what was coming our way and often ended up with too much or too little work.” Inevitably, this impacted on revenue.

Data was manually transferred between disparate systems and a lot of customer detail was held in the heads of Incutio’s staff and passed around by email on an ad-hoc basis. “We had no efficient way of pooling information and analyzing issues such as why some clients required significantly more support than others, whether the correct support contract was in place, and which clients were profitable.”

 Find out more: contact NetSuite at +44 (0) 1628 774 400 or visit [www.netsuite.co.uk](http://www.netsuite.co.uk)





*“Basically, if we can capture it, we can query it and fix it. Thanks to NetSuite, that's just what is happening, and our business is getting steadily better.”*

*—Andrew Piggott  
Managing Director  
Incutio Ltd*

There was also no integration with financial systems and, without a formal system for capturing jobs, as much as half a day per person per week was going unbilled.

Incutio tried a number of commercial and open source products for its CRM and financial support needs—including Salesforce.com, SugarCRM, Sage and QuickBooks—but whilst each had strengths in its own particular area, none provided quite the right fit and, more significantly, they did not easily integrate with each other. The search was on.

### **The Solution:**

Although Incutio had a detailed set of criteria, NetSuite took the company by surprise. “We didn’t expect to find a single solution for CRM, financials, sales-force automation, and project management,” says Andrew. “We were expecting to have to provide the integration ourselves.”

Having found NetSuite, the implementation took place over four weeks and went live in August 2005.

With NetSuite, all of the company’s business information is held in a central repository where it can be queried and analyzed. “Everything is captured,” says Andrew. “We can track each task from the initial lead through to completion, billing and payment.”

Such information helps staff with forecasting and scheduling. “We get project forecasts that alert us when to divert attention from project work and launch the next sales drive, and when to stop selling and concentrate on delivery and boosting incoming cashflow,” says Andrew.

He adds, “NetSuite supports each person in each part of the business—for us, that’s its greatest strength. It allows each member of staff to do their own job within the context of what is happening in the rest of the company. Whilst one person looks at how many cases are open and what to do next, another is checking how the business is doing financially and what we need to finish to meet our targets. Every business perspective is catered for.”

Incutio uses NetSuite’s performance-based reporting functionality to identify bottlenecks—“for example, if one stage in a project is taking too long, we can identify why and fix it”—and to improve performance in areas it hadn’t even considered before, such as why some support jobs were getting left until last.

“Basically, if we can capture it, we can query it and fix it,” says Andrew. “Thanks to NetSuite, that’s just what is happening, and our business is getting steadily better.”

Incutio—which means ‘be inspired’ in Latin—has reaped the greatest tangible benefits in its accounting through a combination of time-saving and improved cashflow. Using NetSuite to support the company’s accounting processes leaves staff more time to provide customer services that generate income: “Productivity is up by 10 to 15 percent,” says Andrew.

Most significantly, NetSuite ensures that all jobs are captured as sales orders. “It would be hard to quantify what we might have been losing before, precisely because the details were not being recorded,” says Andrew, “but we are seeing a 10 percent increase in revenue due to this issue alone.”

Not only is everything billed, but it is billed on time—in the past it sometimes took four weeks or more to get bills out. The system provides prompts to remind customers to pay, and is able to send monthly management reports to Incutio’s bank manager.

Incutio’s 400-plus customers can now approve sales orders online and will in time receive online statements and invoices too, eliminating the need for ad-hoc account queries and paper-based mailings—freeing up yet more man-hours for revenue-generating activities.

 Find out more: contact NetSuite at +44 (0) 1628 774 400 or visit [www.netsuite.co.uk](http://www.netsuite.co.uk)



## Radcliffe Denim Ltd

[www.radcliffedenim.com](http://www.radcliffedenim.com)



### At A Glance:

- **Company:** Radcliffe Denim Ltd
- **Location:** London, United Kingdom
- **Industry:** Ecommerce; Retail; Wholesale/Distribution
- **Challenges:**
  - Integrate every part of the supply chain
  - Provide useful generic supply-chain processes
  - Accommodate multiple locations and currencies
- **Other software considered:** Sage, SAP, Oracle
- **Results with NetSuite:**
  - Integrates and speeds up the supply chain
  - Reduces order-to-dispatch process from 7-10 days to 2-3 days
  - Scales to support business growth from £1 million to £5 million in a year
  - Gives geographically dispersed sales agents, manufacturing units, and warehouses instant access to relevant data



*“I do a lot of my work on the hoof, and NetSuite allows me to see everything from multiple geographical locations, without having to install any software.”*

— *Suzy Radcliffe, CEO  
Radcliffe Denim Ltd*

### The Results:

Designer Suzy Radcliffe achieved her vision of “a global business and a virtual team” using NetSuite. As Founder and Creative Director of Radcliffe Denim Ltd, the first UK supplier to offer a brand of British premier jeans, she manages sales agents in Los Angeles, New York, Paris, London and Germany, manufacturing units in Istanbul and Hong Kong, and pick-pack warehouses in Istanbul, New Jersey and London—and she has a complete overview of everything, at all times.

“I do a lot of my work on the hoof, and NetSuite allows me to see everything from multiple geographical locations, without having to install any software,” says Radcliffe. “Because it’s Web-hosted I can run the business from anywhere and, because everything is visible, I don’t have to remember everything in my head.”

Getting stock into a store quickly is vital in the fast-paced fashion industry, and a key differentiator is the time lag between placing an order and that order being dispatched. “The standard turnover is 7 to 10 days,” says Radcliffe, “but the ideal is 2 to 3 days and we’re pretty close to achieving that.”

### The Challenges:

Radcliffe spent time designing her business model well before opening for business, and was well advised about the need for a totally integrated technology system. “My boyfriend set up his own business before me, so I recognized at first hand the need to integrate every area of the supply chain,” she explains. “I knew my business model very well before I went looking for an IT solution.”

She had some experience of SAP but, she says, found it “too large and expensive. Sage was too financials-oriented, and the scale of other large ERP solutions was inappropriate at

 Find out more: contact NetSuite at +44 (0) 1628 774 400 or visit [www.netsuite.co.uk](http://www.netsuite.co.uk)



*“I think where NetSuite is most powerful is if you get it in right at the beginning and build your business around the system — that's where it has real advantage.”*

*— Suzy Radcliffe, CEO  
Radcliffe Denim Ltd*

our stage of business. Our business model was multi-locational and multi-currency, so Web-hosting was the clear way ahead.”

The match between Radcliffe Denim and NetSuite is a bit chicken and egg; being so clear about what she wanted in an IT system, when Radcliffe found NetSuite, she was able to build her company's business processes around NetSuite's own generic processes.

“Putting in NetSuite right at the start, and building our processes around it, meant that we were able to hit the ground running,” she says. “Not only did NetSuite fit our business model immediately, but it can also scale as our business grows; we expect our first-year turnover of £1 million to grow to around £5 million by the second year.”

#### **The Solution:**

As a wholesale business, Radcliffe Denim's operations start right at the beginning of the supply chain, and it uses NetSuite throughout, from raising purchase orders with outsourced manufacturers, to running stock and processing customer orders. “We also offer online ordering and our website backs into our systems and is integrated with our inventory — very smart,” comments Radcliffe.

She travels in the United States and Europe an average of two weeks a month, and relies on NetSuite completely. “My sales are global so I have sales agents worldwide, and they all have instant access to the same data — for example, we can all see stock levels at a glance, and we can all upload sales orders directly. This really helps us get stock into a store quickly. When, say, the LA agent makes a sale, she writes an order and uploads it onto the system; it comes immediately to me for approval; I forward it to the warehouse in New Jersey where it registers as an order pending; and then it gets picked and packed. The speed of our supply chain is a major contributor to the success of our business.”

Radcliffe recommends her own approach to other young companies: “I think where NetSuite is most powerful is if you get it in right at the beginning and build your business around the system — that's where it has real advantage. Many young businesses don't realize how important processes and systems are, and getting it right up front can save so much time, money and frustration further down the line.”

 Find out more: contact NetSuite at +44 (0) 1628 774 400 or visit [www.netsuite.co.uk](http://www.netsuite.co.uk)



## H. T. Maddocks Ltd, trading as Europart

[www.Europart.co.uk](http://www.Europart.co.uk)



### At A Glance:

- **Company:** H. T. Maddocks Ltd, trading as Europart
- **Location:** Abercynon, Wales; Dorset, England (UK)
- **Industry:** Wholesale/Distribution; Electronic commerce
- **Challenges:**
  - Integrate front and back-end operations
  - Provide a CRM system
  - Minimise the need for upgrades, interfaces, and maintenance
- **Software switched from:** Microsoft Dynamics/Great Plains, Actinic
- **Other software considered:** Sage
- **Results with NetSuite:**
  - Internet sales up to 10% of sales
  - Month-end figures delivered in real-time
  - Automatic updating of website when catalogue is updated with inventory and stock levels
- **NetSuite Business Partner:** BlueBridge One  
[www.bluebridgeone.co.uk](http://www.bluebridgeone.co.uk)

*“We have a better system than we had before, without spending more money than we were spending before, plus this system touches every part of the business.”*

— Eddie Hutchinson, Financial Director

H. T. Maddocks Ltd

### The Results:

Since installing NetSuite, H. T. Maddocks Ltd-trading as Europart — has seen Internet sales rise to 10 percent of sales. Real-time visibility of finances means that month-end figures are out precisely at each month's end. And there is now total integration between the front and back-end operations—including inventory, warehousing, financing, and the website. There are no separate modules. It's all one system, with no need for middleware or complicated interfaces.

“We have a better system than we had before, without spending more money than we were spending before, plus this system touches every part of the business,” says financial director Eddie Hutchinson.

### The Challenges:

Europart has supplied domestic appliance white goods and spare parts since the 1970s. For a number of years it used Great Plains (now Microsoft Dynamics) for its enterprise system, and Actinic as its webstore database, with no interface between the two products. “We had to rekey information between the two,” admits Hutchinson. “Plus, our CRM system was virtually non-existent.”

Europart was facing the need to upgrade Great Plains, but the upgrade was going to be expensive and required a lot of downtime. “We recognised the opportunity for a new, integrated product, but the cost and downtime could scarcely be more disruptive than the prospective upgrade,” says Hutchinson.

Now that they were in the market for an electronic trading system and a CRM product, Europart briefly considered Sage, but didn't like the fact that it used third parties to handle electronic trading.

 Find out more: contact NetSuite at +44 (0) 1628 774 400 or visit [www.netsuite.co.uk](http://www.netsuite.co.uk)



*“The real-time aspect of the financials is most impressive. I can get the monthly figures out at just as each month closes. Before, there was always a few weeks' to a month's delay. As Finance Director, that's probably my favourite thing about NetSuite.”*

—Eddie Hutchinson  
Financial Director  
H. T. Maddocks Ltd



In the event — thanks to a timely mailshot from NetSuite Solution Provider BlueBridge One, who managed the entire project — Europart found NetSuite: “The software suites we looked at offered various bolt-ons, but NetSuite incorporated all our requirements in a single package. As a hosted product, it gets upgraded as you go along, so we wouldn't have to face the upgrade issue again. Plus NetSuite set out its stall with the fact that you can electronically trade on the Web.”

He adds, “There isn't much in the small-to-medium-sized business market that compares, unless you want to pay for a very expensive bespoke system. NetSuite is an off-the-shelf product and the customisations we required were all very easy to effect — at least, the consultant from BlueBridge One made it look very easy!”

#### **The Solution:**

The implementation project went smoothly. “This is the fifth system we've had over the years, and it was the easiest to get going live,” comments Hutchinson. “We began work late in February 2006 and went live on 1 June. It's what we were told, and it's exactly what happened. We put it down to good planning by BlueBridge One, and a great product from NetSuite!”

By the end of the year, Internet sales were up to 10 percent of sales.

Hutchinson also notes a marked improvement in the company's CRM. “Some of our customers run their business on the computer, and they really appreciate being able to transact with us over the Internet. A few still prefer to pick up the telephone and talk, but their numbers are decreasing.”

He finds the real-time aspect of the financials impressive. “I can get the monthly figures out just as each month closes. Before, there was always a few weeks' delay. As Finance Director, that's probably my favourite thing about NetSuite. It also makes the decision-making and forecasting processes more effective.”

Overall, Hutchinson sees the greatest benefit to Europart's business on the sales and marketing side, and the total integration of the system. “Items are listed, photographed and uploaded onto the website within seconds,” explains Hutchinson. “The website is linked directly to the item catalogue, so as the catalogue is updated with inventory and stock levels, so is the website. With around 10,000 inventory items and 100 sales orders a day, stock replenishment used to be a real headache for us, but is now working like a dream.”

 Find out more: contact NetSuite at +44 (0) 1628 774 400 or visit [www.netsuite.co.uk](http://www.netsuite.co.uk)



*The CPA Technology Advisor review of small business accounting systems evaluates programs in the following areas: Ease-of-Use/Basic Functionality, Reporting & Management Functions, Audit Trail, Integrity & Accountant Control Tools, Import/Export/Integration, Help & Support Options, and Relative Value.*

## CPA Technology Advisor Awards NetSuite Small Business 5 Star Rating for Second Straight Year

NetSuite Small Business received a perfect 5-star rating in a recent detailed product review conducted by The CPA Technology Advisor, beating Microsoft Office Small Business Accounting 2006, Simply Accounting by Sage, and several other small business accounting applications. This marks the second straight year NetSuite Small Business has received a perfect 5 of 5 stars.

### FROM THE JUNE/JULY 2006 REVIEW OF SMALL BUSINESS ACCOUNTING SYSTEMS

NetSuite Small Business is a totally web-based, multilingual accounting system for small and mid-size businesses, offering a scalable business and financial management application with traditional accounting modules as well as advanced sales, customer management, e-commerce and back office capabilities. The system is built upon the same platform as the vendor's more robust NetSuite product, allowing upward scalability with no need to install or upgrade software since the program is maintained by the vendor on its secure website. As a web-based system, NetSuite Small Business uses a subscription-based pricing model, costing \$99 per month for the subscription, plus \$99 for each user. The program can support an unlimited number of concurrent users.

Kapil Juneja, COO of printer supplies retailer Corporate Toners, Inc. ([www.CorporateToners.com](http://www.CorporateToners.com)), says he selected NetSuite because: "NetSuite provides a subscription-based model where a company can start off with two to three users initially, then expand as needed and only pay for what they need. We started with three users and now have 16. Juneja also appreciates that NetSuite is an all-in-one package. "NetSuite offers all-in-one e-commerce, CRM, ERP, inventory management, accounting, case/ticketing management, sale force automation, a knowledge base, and many other features," he said. "We were originally using many stand-alone software packages, but now we only use NetSuite." Corporate Toners has five different locations, and since NetSuite is an online system, anyone from the sales office to the warehouse manager to the production manager can see the live data on a customer in one single interface. Juneja noted that "NetSuite offers one-view of each customer, where anything and everything related to that one customer can be viewed — from customer details to order details to frequency of orders to the products we can up-sell to campaigns — everything is visible in one window." Juneja credits his implementation of NetSuite for the fact that his business has been able to increase its customer retention from 7 percent to almost 30 percent over the last year.

### Ease of Use/Basic Functionality — 5 Stars

NetSuite Small Business is accessed via a web browser, enabling users to work with the program from virtually any location. The system is divided into several sections that are available from tabs across the top of the screen, including Home, Activities, Sales/Marketing, Expenses, Payroll and HR, Documents, Reports, Setup, Support and Sales Tools. Each of these open to a customizable "real-time dashboard" that displays graphical and text-based report snapshots along with key performance indicators such as inventory, AP, AR and sales orders. Customization is performed using a simple drag-and-drop method to select components or rearrange the window — an impressive tool for an online system that allows quicker access to data and tasks a user performs most frequently. NetSuite Small Business' interface can also be set to show the user's calendar, tasks, reminders, and a list of recently viewed records, and offers a Global Search function for locating transactions, customers, vendors or other items. Custom searches can be saved for future re-use. Customer and vendor lists are easily accessed from their respective dashboards.

 Find out more: contact NetSuite at +44 (0) 1628 774 400 or visit [www.netsuite.co.uk](http://www.netsuite.co.uk)



### Modules/Customization/Expandability — 5 Stars

NetSuite Small Business' integrated accounting features include GL, AR, AP, payroll, sales, time management and billing, while additional capabilities include very strong customer, vendor and employee management functions, in addition to scheduling, online retailing and web management features. The Sales Management Module not only simplifies turning an estimate into a sales order with a single click, but also enables tracking of the entire customer relationship, from initial prospect, follow-ups, up-selling, sales order entry, and post-sales follow-ups. And it maintains detailed customer purchase histories. Through the Sales dashboard, users can quickly see aging receivables, goals, forecasts and sales reminders, along with other customizable sections that provide the data needed to perform their jobs more efficiently. The system's purchasing and vendor capabilities also offer strong functionality. Although not technically a module, the system's availability in six languages (English, Chinese, Japanese, Spanish, German and French) makes it very versatile, especially for companies considering off-shore manufacturing locations.

The advanced inventory module available with the upgrade to NetSuite supports FIFO, LIFO and average costing, and allows complex kit and matrix pricing, as well as the ability to set prices based on individual customers, sales representatives, sales channel and other factors. Through the integrated e-commerce application, the system can also manage the setting of online pricing, images, captions and other factors. Customization options are abundant throughout the system, enabling individual users to get access to the data and functions they need more quickly, but only within the limits of the access rights granted them by the system administrator. As noted earlier, the Small Business version of NetSuite is upward and downward compatible with the full NetSuite system, enabling smaller companies to migrate as their needs become more complex.

### Reporting & Management Functions — 5 Stars

NetSuite's management functions are available throughout the system via the system dashboards, which offer alerts and one-click access to vital data to keep users on top of key performance indicators such as aging, account balances, inventory levels, cash flow, and sales and employee data. They can be set to show YTD and current vs. prior-period comparisons. The program's financial management functions include the ability to instantly generate key financials such as income statements and balance sheets. The online system easily handles electronic banking, reconciliation, and EFT payments, as well as W-2 and 1099 preparation.

Full-featured contact management, human resources, e-commerce integration, group scheduling and calendaring features further enhance the application. The program's reporting capabilities provide more than 100 customizable reports that can incorporate visual elements such as charts and graphs, and can be output to a variety of formats.

### Audit Trail, Integrity & Accountant Control Tools — 5 Stars

NetSuite maintains a full-time audit trail that tracks all transactions and actions by users, offering drilldown access to individual records. The system's deep security functions enable administrators to manage user access rights that can restrict users to only role-specific data.

### Import/Export/Integration — 4.5 Stars

NetSuite allows importing of online banking records and data in \*.XML, QuickBooks and \*.CSV spreadsheet formats and can export to \*.CSV and \*.XML. The program's modules integrate effectively within the system, helping to prevent redundant data entry and data errors. The system also offers integration with NetSuite's advanced CRM, ERP and e-commerce systems. The program also offers integration with Outlook for easy e-mail tracking, as well as for calendar events, tasks and contacts via Intellisync.

### Help & Support Options — 4.5 Stars

NetSuite's assistance features provide content-specific Help and advanced search capabilities, along with user guides, tutorials and other aides. The vendor and its resellers provide installation assistance and technical support, with available support packages.

### Relative Value — 5 Stars

NetSuite offers a remarkably comprehensive web-based system, providing secure access to company data from any location as well as excellent integration with online sales, which would make the system ideal for companies with e-commerce components. Additionally, support for six languages (English, Chinese, Japanese, Spanish, German and French) would be of great value to companies looking for overseas manufacturing and sales. It offers excellent flexibility and can be scaled to any size of business.

## 2006 Overall Rating: 5 Stars



#### **CNET UK Names NetSuite Winner of the Enterprise Software Product of Year Award for 2006**

The Enterprise Software Product of the Year award recognizes innovative product application and excellence in technology and business. Judging criteria included: Innovation, Risk Management, Productivity, Return on Investment, Ease of Management, Ease of Implementation and the Competitive Edge a product provides. Particularly impressed by the way the company continues to deploy cutting-edge technologies without diluting the product's usefulness, and the many satisfied customers who are themselves highly successful, modern enterprises, the judging panel touted NetSuite by saying: "If all business applications worked as well as NetSuite, the argument for hosted services would be won by now."



#### **CRM magazine 2006 CRM Influential Leader**

CRM Magazine named Netsuite CEO Zach Nelson as one of 2006's "Influential Leaders" in the CRM industry. Mr. Nelson is recognized for being a driving force behind CRM innovation, changing the CRM industry and spearheading NetSuite's success in the process. The 'Influential Leader' award identifies industry luminaries who have made the CRM industry what it is today and who are shaping it into what it will be tomorrow.



#### **NetSuite Named Hottest Overseas Technology Prospect of the Year**

The Hottest Overseas Technology Prospect of the Year Award is given to the hottest pre-IPO overseas technology company that has been successful in the UK. The judging criteria includes: innovative product relevant to the market; strength of management team; degree of success in the UK marketplace; and strong long-term prospects for the business. This prestigious recognition is a testament to the success that NetSuite's UK operations has achieved in the past 18 months.



#### **ISM Selects NetSuite as Top CRM Software for Third Consecutive Year**

NetSuite CRM v. 10.6 and NetSuite v. 10.6 have been selected by ISM Inc., Customer Relationship Management (CRM) and Real-Time Enterprise strategic advisors, as a Top 15 CRM Small & Medium Business Software Award winner for 2006. This is the third straight year that ISM has selected NetSuite to its Top 15 Award list.



#### **Users Select NetSuite "Best Ecommerce Product Of The Year" In SmallBusinessComputing.com Annual Poll**

SmallBusinessComputing.com's readers voted NetSuite for the annual Best Ecommerce Products of the Year listing. NetSuite is the only on-demand business management software that has won honors for Best Web Analytics and Best Web-Based Tool. SmallBusinessComputing.com polls its readership annually to select the outstanding products of the year that help small businesses increase efficiency and improve productivity.



#### **NetSuite Receives Customer Inter@ction Solutions® Magazine's "Product of the Year" Award for 2005**

Customer Inter@ction Solutions® magazine named NetSuite CRM+ a recipient of a 2005 Product of the Year Award. Each year, Customer Inter@ction Solutions magazine bestows its Product of the Year awards on companies that have demonstrated excellence in technological advancement and application refinements. NetSuite has demonstrated to the editors of Customer Inter@ction Solutions that its products or services have gone the extra mile to help improve both the customer experience and the ROI for the companies that use them.

Find out more: contact NetSuite at +44 (0) 1628 774 400 or visit [www.netsuite.co.uk](http://www.netsuite.co.uk)