NETSUITE SuiteWorld

WHERE THE CLOUD MEANS BUSINESS

NSW MAY 14-17 2012 San Francisco

AGENDA

Marriott Marquis Hotel, San Francisco

AGENDA

Sunday, May 13: Pre-Conference Training Workshops

8:00 a.m.-5:00 p.m.	Pre-Conference Registration
8:00 a.m.-9:00 a.m.	Breakfast for Training Workshop Attendees
9:00 a.m.-5:00 p.m.	Workshops: Select from Sessions Offered *Workshop 1: SuiteAnalytics: Reports, Saved Searches & KPIs* *Workshop 2: SuiteAnalytics: Financial Reports* *Workshop 3: NetSuite OpenAir: Managing Projects & Reporting* *Workshop 4: Introduction to SuiteFlow* *Workshop 5: Advanced SuiteFlow* *Workshop 6: New Partner Training: ONE Methodology & Mastering OneWorld*

Monday, May 14

8:00 a.m.-6:30 p.m.	Full Conference Registration
8:00 a.m.-9:00 a.m.	Breakfast for Training Workshop Attendees
9:00 a.m.-5:00 p.m.	Workshops: Select from Sessions Offered *Workshop 1: SuiteAnalytics: Reports, Saved Searches & KPIs* *Workshop 2: SuiteAnalytics: Financial Reports* *Workshop 3: NetSuite OpenAir: Managing Projects & Reporting* *Workshop 4: Introduction to SuiteFlow* *Workshop 5: Advanced SuiteFlow* *Workshop 6: New Partner Training: Implementation Training & Mastering OneWorld*
3:00 p.m.-4:45 p.m.	Partner Only Session
5:00 p.m.-7:00 p.m.	Welcome Reception / SuiteWorld Expo Open

AGENDA

Tuesday, May 15: Conference Day 1	
6:00 a.m.-6:30 p.m.	Registration Open
6:30 a.m.-9:00 a.m.	Breakfast & SuiteWorld Expo
9:00 a.m.-11:00 a.m.	GENERAL SESSION Keynote and Special Guests *Zach Nelson, CEO, NetSuite*
11:00 a.m.-11:30 a.m.	Break, Networking & SuiteWorld Expo
11:00 a.m.-6:30 p.m.	SuiteWorld Expo Open
11:30 a.m.-12:30 a.m.	BREAKOUT SESSIONS [details on page 6]
12:30 p.m.-1:45 p.m.	Lunch & SuiteWorld Expo
1:45 p.m.-2:45 p.m.	BREAKOUT SESSIONS [details on page 6]
3:00 p.m. – 4:00 p.m.	BREAKOUT SESSIONS [details on page 6]
4:00 p.m.-4:30 p.m.	Break, Networking & SuiteWorld Expo
4:30 p.m.-5:30 p.m.	BREAKOUT SESSIONS [details on page 6]
5:30 p.m.-6:30 p.m.	Reception, Networking & SuiteWorld Expo

AGENDA

Wednesday, May 16: Conference Day 2	
7:30 a.m.-6:30 p.m.	Registration Open
7:30 p.m.-8:30 p.m.	Solution Provider Forum with BPAC
7:30 a.m.-9:00 a.m.	Breakfast & SuiteWorld Expo
9:00 a.m.-10:30 a.m.	GENERAL SESSION Keynote: NetSuite Technology Directions *Evan Goldberg, Founder, CTO, and Chairman of the Board, NetSuite*
10:30 a.m.-11:00 a.m.	Break, Networking & SuiteWorld Expo
11:00 a.m.-12:00 p.m.	BREAKOUT SESSIONS [details on page 7]
12:00 p.m.-1:00 p.m.	Product Roundtables [pre-registration required]
12:00 p.m.-1:15 p.m.	Lunch & SuiteWorld Expo
1:15 p.m.-2:15 p.m.	BREAKOUT SESSIONS [details on page 7]
2:30 p.m.-3:30 p.m.	BREAKOUT SESSIONS [details on page 7]
3:30 p.m.-4:00 p.m.	Break, Networking and SuiteWorld Expo
4:00 p.m.-5:00 p.m.	BREAKOUT SESSIONS [details on page 7]
5:15 p.m.-6:15 p.m.	Product Roundtables [pre-registration required]
7:00 p.m.-11:00 p.m.	SUITE Party

AGENDA

Thursday, May 17: Conference Day 3

8:00 a.m.-9:00 a.m.	Breakfast & SuiteWorld Expo
9:00 a.m.-10:00 a.m.	GENERAL SESSION Keynote: Customer Success & Awards *Jim McGeever, COO, NetSuite*
10:00 a.m.-10:30 a.m.	Break, Networking & SuiteWorld Expo
10:30 a.m.-11:30 a.m.	BREAKOUT SESSIONS [details on page 8]
11:45 a.m.-12:45 p.m.	BREAKOUT SESSIONS [details on page 8]

AGENDA: Breakout Sessions

We're offering more than 100 interactive, expert-led breakouts designed to give you the tangible knowledge you need to kick-start innovation in your company. You'll find everything from detailed product information to expert panels, vertical industry case studies and industry analyst experts.

To make it easy to find the breakouts best suited to your needs, we've organized the sessions by Tracks and identified suggested sessions for key roles and industries for NetSuite users.

You can mix and match any of these sessions to create your own personal SuiteWorld experience.

Key:

Advanced =

Intermediate =

Basic =

Tuesday, May 15

	Track 1: Financial Management & OneWorld	Track 2a: Solution Showcase	Track 3: CRM	Track 4: SuiteCloud for Admins	Track 5: Ecommerce	Track 6: PSA/SRP	Track 7: Manufacturing, WD & High Tech	Track 8: Success Strategies & Insights	Track 9: Demo Showcase	Track 10: Selling NetSuite [Partners ONLY]
11:30 a.m.-12:30 p.m.	How to Automate Revenue Recognition Processes with NetSuite	Cure Your Payments Reconciliation Pain! - Merchant e-Solutions	Getting the Most out of NetSuite CRM: From Marketing Automation to SFA	Unlocking the Power of SuiteFlow	Evolving from Ecommerce to Commerce: Views from the Experts	NetSuite's Services Solutions Overview: From Advanced Projects to NetSuite	Solution Overview: NetSuite for Manufacturers	Customer Panel: Powering Up Your Services Organization	Collaboration and File Management with Box - Box Human Capital Management & Job Costing from Epiphany - Epiphany Inc.	Best Practices in Building Your NetSuite Implementation Business
1:45 p.m.-2:45p.m.	Managing Intercompany Transactions from Transfers to Eliminations	The Secrets to Integration and Getting the Most Out of NetSuite - Dell Boomi	Customer Service Best Practices: From Local to Global Support Organizations	Advanced Search and Analytics: Power Search Tips	NetSuite Reference Store: Creating a Great Experience Across Smartphones and Tablets	Hour of Power: Advanced Revenue Recognition in NetSuite OpenAir	Solution Overview: NetSuite for Wholesale Distributors	Case Studies: Moving to a Global NetSuite OneWorld Deployment	Using Responsive Web Design and Product Configurators to Maximize the Ecommerce Shopping Experience - Gproxy Syncing NetSuite CRM to Microsoft Exchange from Desktop to Mobile - Omni	Vertical Selling: Managing a Manufacturing Business with NetSuite
3:00 p.m.-4:00 p.m.	An Introduction to the New NetSuite Fixed Asset Management Module	Next Level Lead Nurturing - Pardot	Doing More with CRM SuiteApps: Tools that Plug and Play with NetSuite	Best Practices for NetSuite Admins	Maximizing Customer Value: Combining CRM, Ecommerce and Social	Extreme Reporting: Unlocking the Potential of NetSuite OpenAir Reporting	Roadmap and Vision: Manufacturing	Customer Panel Discussion: Optimizing Your Distribution Company	SuiteCloudPlatform Unleashed: Solving Complex Business Challenges with Celigo - Celigo Accenture and NetSuite Client Stories: Accelerating the Business Benefits of ERP in the Cloud"	Best Practices in Marketing for NetSuite Channel Partners
4:30p.m-5:30 p.m.	Discovering the Power of NetSuite OneWorld	Online and Mobile Travel & Expense Management with Concur	The Social Enterprise: Leveraging SuiteSocial to Improve Collaboration	Master Class: Understanding CSV Imports with NetSuite	Current Ecommerce Trends: Industry Leaders Share Their Observations on Web Design, Branding and User Experience	Strategies for Integrating NetSuite OpenAir with Your Existing Investment	Roadmap and Vision: Wholesale Distribution	Finance Executive Discussion: Improving Efficiency within the Back Office		Selling Value

NETSUITE SuiteWorld

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Wednesday, May 16

	Track 1: Financial Management and OneWorld	Track 2b: Order Management & SCM	Track 4: SuiteCloud for Developers	Track 5: Ecommerce	Track 6: PSA/SRP	Track 7: Manufacturing, WD & High Tech	Track 8: Success Strategies & Insights	Track 9: Demo Showcase	Track 10: Selling NetSuite [PARTNERS ONLY]
11:00 a.m.-12:00 p.m.	Strategies to Supporting Different Pricing and Payment Models	Understanding NetSuite's Inventory Control & Costing Functions	From the Ground Up: Fundamental Concepts for SuiteCloud Customizations	NetSuite's New Ecommerce Architecture and Using the New Customizable Cart, Checkout, SuiteScript Server Pages	Expert Panel: Best Practices to Ensure Health of Your Projects	Harnessing the Power of Consumerization of IT and Disruptive Technologies	Sales and Marketing Exec Panel: Strategies for Improving Sales and Marketing Success	Does Your NetSuite OpenAir System Have the WOW Factor? - TOP Step Consulting Cloud-Based Supply Chain Networks: What's New and What's Next? - SPS Commerce	Selling to the CFO
1:15 p.m.-2:15 p.m.	Integrating Budgeting & Planning with NetSuite	Inventory Replenishment: From the Basics to NetSuite Demand Planning	Ignite Your Website with SuiteScript Server Pages	Tapping Online Marketplaces: Challenges, Opportunities, Best Practices	End the Spreadsheets! Using Financial Forecasting in NetSuite OpenAir	Best Practices for Successfully Leveraging NetSuite for Manufacturers	Discussion: Managing Software Company Performance	Making the Most of Your NetSuite Webstore with Explore Consulting Maximize your NetSuite Investment through Cloud Integration - IBM	Vertical Selling: Penetrating the Services Sector with NetSuite
2:30 p.m.-3:30 p.m.	Unleashing the Power of Usage-Based & Subscription Billing Management	Supporting Your Purchasing Operations: From Vendor Management to Approvals	Advanced Platform APIs for Developers	Customer Panel: Strategies for Ecommerce Success	Services Resource Planning Customer Case Studies: From Sales to Delivery to Billing	Best Practices for Successfully Leveraging NS for WD	What's on Your Dashboard for Measuring Profomance	Super-Size Me: Lessons Learned from an Enterprise-sized NetSuite Implementation with Ncompass Are You Leaving Money on the Table? Stop Revenue and Invoicing Problems Before They Even Occur with Callidus	Making Wholesale/Distributors Run Faster and Smarter
4:00 p.m.-5:00 p.m.	Drive Better Visibility with SuiteAnalytics Dashboards and Reporting	Powering Efficient Light Manufacturing Processes with NetSuite	SuiteCloud Platform: The Road Ahead	Ecommerce Roadmap: The Road Ahead	Realizing the Full ROI of OpenAir: The OpenAir Checkup	Solution Overview: NetSuite for Software Companies	Analyst Panel: The Rise, Maturation and Impact of Social Business		NetSuite Solutions and Competitive Selling

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Thursday, May 17

	Track 1: Financial Management & OneWorld	Track 2: Order Management & SCM	Track 3: CRM	Track 4: SuiteCloud for Developers	Track 5: Ecommerce	Track 6: PSA/SRP	Track 7: Mfg., WD & High Tech	Track 8: Success Strategies & Insights	Track 10: Selling NetSuite [PARTNERS ONLY]
10:30 a.m.-11:30 a.m.	Hands on with NetSuite Payroll and Commissions	Efficient Warehouse Management from Receiving to Shipping	Empowering Your Mobile Sales Force	Understanding NetSuite's Application Integration Technologies	How B2B Businesses Can Gain Competitive Advantage using NetSuite Ecommerce	Getting the Most out of NetSuite Advanced Projects	Roadmap and Vision: Software Companies	Customer Panel Discussion: What's Working for Manufacturers	Vertical Selling: Driving Efficiency and Results at Ecommerce Companies
11:45 a.m.-12:45 p.m.	Accelerating Your Period Close and Achieving Efficient Consolidation	From Order to Invoice: Supercharging Your Sales Order Process	Advanced Campaign and Lead Management	Managing Your Application Lifecycle with SuiteBundler	Three Unique Suite Features for Building an Ecommerce Competitive Advantage	NetSuite OpenAir and Advanced Projects: The Road Ahead	Industry Trends for Wholesale Distributors and Manufacturers	Services SWAT Team: Tips and Tricks to Get the Most Out of NetSuite Analytics and Automation	Vertical Selling: Powering the Next Generation of Software Companies

AGENDA: Breakout Sessions

Mix and match from over 100 breakout sessions offered across 10 tracks!

TRACK 1: Financial Management & OneWorld (ERP)

How to Automate Revenue Recognition Processes with NetSuite (Advanced)

NetSuite Advanced Revenue Recognition completely automates your revenue recognition processes, and helps provide compliance with revenue recognition rules and regulations such as SOP 97-2, EITF 08-01 and EITF 09-03.This session will review various advance revenue recognition solution cases, including the latest NetSuite EITF 08-01 SuiteApp that manages revenue allocation and recognition for the multi-element sales transactions. You'll also learn how to leverage the flexibility of the NetSuite revenue recognition platform and how to implement custom solutions to meet your own business needs.

Managing Intercompany Transactions, from Transfers to Eliminations (Advanced)

NetSuite OneWorld provides seamless integration of business transactions within a global multi-subsidiary environment. In this session, you'll learn how NetSuite advanced intercompany transaction management manages the end-to-end process from intercompany order, intercompany sales and billing, to the automated month end intercompany elimination. You'll find out how to improve your organization's efficiency managing complex intercompany accounting.

Discovering the Power of NetSuite OneWorld (Basic)

With NetSuite OneWorld, you can manage companies with multiple subsidiaries, business units and legal entities all from a single NetSuite account. This session will cover how to utilize NetSuite OneWorld across global business management scenarios with ERP, CRM and analytics. You'll learn the key functionality of NetSuite OneWorld, how to upgrade to it and get insights into future plans.

An Introduction to the New NetSuite Fixed Asset Management Module (Basic)

NetSuite Fixed Asset Management enables you to maintain and control the complete asset lifecycle from creation to depreciation, revaluation and retirement. This session will provide you with an overview of how you can use Fixed Asset Management to support multiple depreciation methods, handling depreciating and non-depreciating assets, and more. This session will also discuss how the module integrates with NetSuite Financials to create accounting entries and fixed assets from purchases to help ensure that no equipment slips through the cracks.

Strategies to Supporting Different Pricing and Payment Models (Basic)

Effective pricing supported with a range of payment options is key to optimizing revenue and cash flow. Both pricing and receivables managers will benefit from this session's focus on leveraging flexible pricing models and payment best practices in NetSuite. Several customer segmentation scenarios will be reviewed along with an in-depth look at pricing options. The session will outline transaction workflow variations, including billing via both invoice and cash sales, and discuss supported payment options for each.

Integrating Budgeting and Planning with NetSuite (Basic)

Did you know that typically more than 90% of spreadsheets contain serious errors, while more than 90% of spreadsheet users are convinced that they are error-free? Spreadsheet-based planning processes take too long, require too much work and risk too many errors. In this session, you'll learn about the key capabilities of NetSuite Financial Planning, including how it easily integrates actuals into the planning process, enables the modeling of multiple scenarios and supports collaborative planning and monitoring of performance against actuals. You'll hear how one business uses it to manage their planning process, see a complete demonstration and get your questions answered about how to improve your planning process.

Unleashing the Power of NetSuite's Usage-Based and Subscription Billing Management (Intermediate)

This session will cover NetSuite's recurring billing capabilities, pricing, usage billing, proration policies, terms and renewals and penalties, providing you insights you need to get started managing your subscription and usage-based billing plans on NetSuite. The session will cover the fundamentals including subscriptions, price plan and rate plans, as well as the supported rating models and the capabilities. You'll learn about some real world scenarios into how to set up billing based on different products and services billing models using NetSuite. Lastly, this session will cover the mechanics of billing such as bill runs, as well as migration and invoicing considerations.

Hands on with NetSuite Payroll and Commissions (Basic)

NNetSuite's Commission and Payroll modules enable you to manage compensation of your workforce from calculating commissions to paying your employees from within NetSuite and keeping all the data tightly integrated. In this session, you will see all these modules in action, and learn about NetSuite's future roadmap for employee management.

TRACK 1 continued

Accelerating Your Period Close and Achieving Efficient Consolidation (Advanced)

With the NetSuite financial closing workflow, you can easily manage your period closing tasks with step-by-step guidance. In this session, we will review the utilization of NetSuite's closing workflow task list and the key steps to close your accounting book. We'll also demonstrate the capability of per-subsidiary period locking, enhanced foreign currency revaluation and NetSuite OneWorld financial consolidation.

Drive Better Visibility with SuiteAnalytics Dashboards, Analytics and Reporting (Intermediate)

If you want to get the most out of SuiteAnalytics then this session is for you. Join SuiteAnalytics experts who'll provide you with tips and tricks around creating role-based dashboards across your business. They'll also offer insights into the latest SuiteAnalytics features you can use, and provide best practices around creating and securely sharing saved searches and reports. This session will also cover building financial statements with NetSuite and key considerations for doing so. You'll also learn about some of the future plans for SuiteAnalytics.

TRACK 2a: Solution Showcase

The Secrets to Integration and Getting the Most Out of NetSuite (Intermediate)

How do real companies such as GoPro make the most of their NetSuite investment – and their investments in other business-critical applications - in a way that scales? Arm yourself with best practices gleaned from real NetSuite customers as well as useful tips for putting them into action. In this educational session you will learn why application integration is an imperative for successful businesses, how the cloud is making integration secure, easy and cost-effective, and how to integrate SaaS-based and on-premise applications. **(Dell Boomi)**

Next Level Lead Nurturing (Intermediate)

Lead nurturing helps speed up sales cycles and reduce lead loss by automatically sending personal, targeted messages to your prospects over time. In this session, you'll learn about different types of lead nurturing and walk away with actionable tips on content, timing and more – allowing you to create winning nurturing campaigns. This session is well suited for marketers new to drip nurturing, as well as those looking to looking to refine their current strategy. **(Pardot Systems)**

Cure Your Payments Reconciliation Pain! (Intermediate)

Is trying to reconcile your NetSuite reporting, with your payment gateway reporting; your merchant account reporting; and your bank statement causing you sleepless nights because they all don't match up? Come to this session and find out about the cure with Merchant e-Solutions new SuiteApp! **(Merchant e-Solutions)**

Online Travel & Expense Management with Concur (Intermediate)

Every business trip starts with planning and booking, and ends once all travel expenses are paid. Concur's integrated travel and expense solution helps organizations save time and control spend in this process – from travel all the way through payment. With the Concur Connector for NetSuite, data can move quickly and easily between applications — without the need for custom programming or extensive knowledge of web services. You'll find out how Concur works with NetSuite to help you improve visibility to your T&E spend. **(Concur)**

TRACK 2b: Order Management & Supply Chain (ERP)

Understanding NetSuite's Inventory Control and Costing Functionality (Intermediate)

NetSuite's cost accounting helps business users track inventory cost, vitally important for any product-based company. In this session, you'll learn about some of the new features in cost accounting such a standard costing, and discuss how these features can help you better identify opportunities to cut inventory costs within your business.

Supporting Your Purchasing Operations: From Vendor Management to Approvals (Basic)

Cost control is extremely vital in achieving optimal profitability in any business, and a key area for any business to focus on is streamlining and driving down purchasing costs by enforcing approvals and reducing payables errors. In this session, we will discuss the purchasing controls that can be implemented around purchasing and payables to identify extraneous costs, reconcile vendor bills and create a purchasing approval process with SuiteFlow.

Inventory Replenishment: From the Basics to NetSuite Demand Planning (Basic)

NetSuite's demand planning capability gives you the tools you need to calculate demand based on historical data, sales forecasts, average trends and seasonal fluctuations. This session reviews the flexibility and control in setting timeframes, preferred stock levels and other parameters, and generating the associated supply plan to create and execute supply orders in a seamless workflow. In addition, the process to import forecasts generated outside of NetSuite will be covered.

TRACK 2b continued

Powering Efficient Light Manufacturing Processes with NetSuite (Intermediate)

NetSuite's Light Manufacturing solution offers a convenient way to handle assemblies. This session will focus on ways that you can use this functionality to gain the greatest efficiencies from your manufacturing processes. The session speakers will look at real-life examples of how this functionality is being used and highlight areas where customization or partner solutions can add value.

Efficient Warehouse Management from Receiving to Shipping (Intermediate)

This session will explore the processes and success factors of managing a warehouse from receiving to shipping and what happens in between. Find out about best practices for receiving, managing inventory and ultimately shipping using standard NetSuite functionality. It will explore using NetSuite tools such as SuiteFlow, search, reporting and scorecards to get more visibility out of warehouse processes.

From Order to Invoice: Supercharging Your Sales Order Process (Basic)

Today's order management environment demands unprecedented process complexity to meet customer expectations. Sales managers and order managers in product- or fulfillment-based businesses will learn best practices in establishing and maintaining an efficient order workflow in NetSuite. This session will cover configuration topics, including item list setup and approvals, and will review processes for several end-to-end multichannel order cycles.

TRACK 3: CRM

Advanced Campaign and Lead Management (Advanced)

NetSuite's campaign and lead management has helped many leading businesses reach new customers and enhance brand awareness. Join this session to learn how NetSuite's marketing team uses NetSuite to execute campaigns, source leads from third parties, nurture leads with drip marketing, survey customers and measure campaign ROI. You will also learn about search engine marketing and emerging trends in social media marketing.

Getting the Most out of NetSuite CRM: From Marketing Automation to SFA (Basic)

NetSuite CRM is a complete, end-to-end solution that helps businesses drive sales and improve customer service. It gives sales organizations unmatched real-time visibility into the entire customer lifecycle—from lead to close to fulfillment. In this overview session, learn how to make the most of NetSuite's sales and marketing automation, including campaign and lead generation, opportunity and forecasting, orders and commission management, and sales performance.

Customer Service Best Practices: From Local to Global Support Organizations (Intermediate)

NetSuite's customer service and support empowers your business to uniquely manage all customer support interactions across the various subsidiaries you operate in. Join this session to learn how to manage the processes of your support teams across the globe and within individual subsidiaries to uniquely brand support to local customers. You'll also learn best practices to equip your customer service team to deliver high quality support to customers in a timely manner.

Doing More with CRM SuiteApps: Tools that Plug and Play with NetSuite (Intermediate)

The SuiteCloud platform provides powerful tools to customize and extend NetSuite CRM. Even the most challenging business processes can be modeled with SuiteBuilder, SuiteFlow and SuiteScripts. Join this session to see how the Enhanced Sales Center can be customized without a line of code, discover how a customer has successfully used the platform to streamline sales processes and dive into partner SuiteApp solutions that can be easily deployed by customers.

Empowering Your Mobile Sales Force (Basic)

For sales reps on the go, rich mobile access to lead and customer information is rapidly becoming a "must have." Learn about the future of mobile sales solutions for NetSuite, and share feedback on how and what type of mobile solutions will supercharge your sales force's productivity.

The Social Enterprise: Leveraging SuiteSocial to Improve Collaboration (Intermediate)

SuiteSocial "socializes" your NetSuite data to provide users a real-time feed or stream of updates about what's happening in your business, promoting more timely, relevant engagement among your team members. In this session, you'll learn about getting started and best practices for using SuiteSocial and third-party social applications to improve collaboration among your employees.

TRACK 4: SuiteCloud Platform

For Administrators

Unlocking the Power of SuiteFlow (Intermediate)

SuiteFlow brings point-and-click ease of use to customizing and automating NetSuite business processes, but its reach goes far beyond setting a field value or sending an email. In this session, we'll examine NetSuite's advanced workflow functionality—so make sure you bring your most complex business cases and learn how SuiteFlow can make them a reality!

Advanced Search and Analytics: Power Search Tips (Advanced)

Good decisions are the lifeblood of any business. Learn advanced tips and best practices for using NetSuite's search and reporting features, to access relevant information and take action on the basis of this information. Learn how to group saved search results and criteria, setup e-mail alerts, use formulae and functions in saved searches, and a whole lot more. We will cover the spectrum, from the basics to the most advanced use cases for deriving value from your data.

Best Practices for NetSuite Administrators (Intermediate)

NetSuite runs all internal operations on the NetSuite product, spanning all departments and 1,000+ employees worldwide. In this session, our lead NetSuite Administrator will share advice and tips on the most effective way to organize and customize user roles and permissions, best practices on prototyping SuiteCloud customizations to meet specific departmental requests and how to effectively manage those customizations through version revisions and upgrades.

Master Class: Understanding CSV Imports with NetSuite (Advanced)

The CSV import assistant is one of the most heavily used features of NetSuite. This session provides an overview of the import assistant options, tips on data preparation and common data migration pitfalls and how to avoid them. Find out how you and other individuals in your organization can get the most out of the import tool and manage your business data more easily.

For Developers

Understanding NetSuite's Application Integration Technologies (Advanced)

In this session, you'll learn about the technologies NetSuite offers to integrate with external applications. This session will cover our integration technologies, SuiteTalk and RESTlets and when to use each. You'll also learn about various single sign-on mechanisms the SuiteCloud platform offers and the best way to utilize them in your integration projects.

Managing Your Application Lifecycle with SuiteBundler (Advanced)

NetSuite is revolutionizing the cloud application development and release management process. This session provides insight into methodologies and best practices regarding development, testing, deployment and maintenance of your solutions on the SuiteCloud platform. Learn how you can manage your application lifecycle using NetSuite's latest platform toolset and offering.

SuiteCloud Platform: The Road Ahead (Intermediate)

In this session, NetSuite Product Management will provide a view into the future of the NetSuite SuiteCloud development platform and will open up the floor for discussions with developers and administrators leveraging platform components such as SuiteBuilder, SuiteFlow, SuiteScript, SuiteTalk and SuiteBundler.

Advanced Platform APIs for Developers (Advanced)

Attend this session to learn about the latest SuiteCloud APIs and how you can apply them in your development projects. This session covers a multitude of topics including scheduled script execution management to better support long-running jobs; SuiteAnalytics APIs to create reports for custom records, pivot tables and more complex search results; and a new customization framework called custom plug-ins.

From the Ground Up: Fundamental Concepts for SuiteCloud Customizations (Basic)

If you're looking to get started customizing NetSuite, then this session is for you. It's the perfect introductory session to the NetSuite platform. You'll find out how SuiteCloud customizations allow you to tailor NetSuite to your unique business needs, and get an overview of customization building blocks and all the key SuiteCloud platform technologies such as SuiteBuilder, SuiteScript and SuiteFlow.

Ignite Your Website with SuiteScript Server Pages (Advanced)

NetSuite offers a completely new platform for building hosted web applications. The new technology helps ignite your static HTML content with dynamic data and build the best user experience to meet your ecommerce needs. Learn how you can bring the cool factor to your web presence using SuiteScript Server Pages.

TRACK 5: Ecommerce

Current Ecommerce Trends: Industry Leaders Share Their Observations on Web Design, Branding and User Experience (Basic)

Over the last few years there has been a substantial spike in sites experimenting with different user experience styles and features, and integrating new advances in mobile and social commerce. In this session, industry experts in design and customer experience share their thoughts and views on current trends in design and branding best practices.

NetSuite's New ECommerce Architecture and Using the New Customizable Cart, Checkout, SuiteScript Server Pages (Intermediate)

Different companies often need variations to standard cart or checkout flows. Even a best-in-class single-page checkout will often need variations to meet a specific situation. NetSuite now provides you a flexible highly customizable architecture that you can use to build your own variations of our standard cart and checkout flows, or even build your own flow. In this session, you'll learn about this new approach and the capabilities of the new cart and checkout flows to customize your shopping cart experience.

NetSuite Reference Store: Creating a Great Experience across Smartphones and Tablets (Basic)

With increasing numbers of channels and devices, online sellers are interested in offering additional options beyond a traditional www site to their customers. NetSuite now provides an out-of-the-box reference store that provides an intuitive shopping experience optimized for different devices, including smartphones and tablets. In this session, you'll find out more about the new reference store included with NetSuite Ecommerce.

Maximizing Customer Value: Combining CRM, Ecommerce and Social (Basic)

Putting a customer at the center of your business means designing every part of your business with the customer experience in mind. Each touch point you have with the customer can be influenced by how well you know your customer. In this session, learn how NetSuite consolidates all customer-related data. Find out how you can use customer interaction data to optimize the customer experience in your ecommerce system, call center, and other touch points.

Evolving from Ecommerce to Commerce: Views from the Experts (Basic)

Shoppers are increasingly using different devices, form factors and channels to interact with businesses, and that is driving business change – customers expect a seamless, integrated experience across all the different channels, sites and shopper touchpoints. Businesses must go from thinking about their separate ecommerce and retail strategies to an integrated commerce strategy and solution that encompasses the traditional retail, ecommerce, catalog channels along with the new mobile, tablet, social and other new venues for customer interactions. Join a panel of media experts as they share their thoughts and observations on this cross-channel evolution to a single commerce platform.

Tapping Online Marketplaces: Challenges, Opportunities, Best Practices (Basic)

Online retailers can choose from multiple sites on which to sell their products. In addition to their own site, merchants can sell on online marketplaces like eBay, Amazon and others. However, selling on these marketplaces can introduce new challenges and costs. They all have different sweet spots in terms of pricing, products, customer segments that sellers should understand. In this session, you'll learn about the opportunities, challenges and best practices for tapping online marketplaces.

Three Unique Suite Features for Building an Ecommerce Competitive Advantage (Basic)

NetSuite is a complete, fully integrated business solution for ecommerce companies that offers unique features and advantages that are hard for other systems to duplicate. For example, capturing full cost and profit for each order allows you derive a customer lifetime value that can differentiate your most loyal customers. In this session, learn about some unique suite-enabled features that can give you the edge you need to drive ecommerce revenue.

Customer Panel: Strategies for Ecommerce Success (Basic)

In this session, hear from a panel of your ecommerce peers on the strategies they are using in business and with NetSuite to achieve success. This open forum will be a great opportunity to discuss the latest best practices in online business, get insider tips and tricks from leading NetSuite customers and learn strategies that have worked for other ecommerce businesses.

How B2B Businesses Can Gain Competitive Advantage using NetSuite Ecommerce (Basic)

This session will provide an overview of NetSuite Ecommerce functionality for B2B companies, and feature executives of a B2B company that is using NetSuite to improve supplier and customer relationships through better purchasing and payment visibility, web-based payment management, self-service order tracking and more. This session will discuss key considerations for B2B ecommerce companies and strategies you can use, and provide a Q&A forum with B2B executives using NetSuite.

Ecommerce Roadmap: The Road Ahead (Intermediate)

Learn about what NetSuite is planning for its ecommerce solution and the priorities and major functional areas that NetSuite is working on for the future. This session will highlight some of the feedback we've received from customers and trends in the industry that NetSuite is looking to align its solution with, and will offer an opportunity for you to discuss and provide feedback on where NetSuite is going with its ecommerce solution.

TRACK 6: Professional Services Automation (PSA) & Services Resource Planning (SRP)

Realizing the Full ROI of OpenAir: The OpenAir Checkup (Intermediate)

Is your NetSuite OpenAir deployment configured to the max to meet the current needs of your services organization? If you're not sure, then you need to attend the OpenAir Checkup! In a changing world, services businesses are constantly evolving to meet the demands of their customers and the marketplace. Maintaining NetSuite OpenAir to track with these changes can sometimes seem like an overwhelming task. Attend this session to learn how to manage your OpenAir account to derive the maximum possible value in light of changes your business may be going through.

Hour of Power: Advanced Revenue Recognition in NetSuite OpenAir (Advanced)

Many services organizations are moving their revenue recognition process into OpenAir where their key project information resides. In this session, you'll learn about how OpenAir's advanced revenue recognition workflow and functionality can keep your services and finance organization in sync.

Extreme Reporting: Unlocking the Potential of NetSuite OpenAir Reporting (Advanced)

One of the primary reasons for purchasing NetSuite OpenAir is reporting access to better information so that you can make better decisions. In this session, learn how to maximize NetSuite OpenAir's reporting potential by understanding NetSuite OpenAir's newest reporting functionality including calculated fields, in-display filtering and report folders.

Strategies for Integrating NetSuite OpenAir with Your Existing Investments (Intermediate)

NetSuite OpenAir is only one component of your systems infrastructure. In this session, learn what integrations are commonly implemented for a NetSuite OpenAir instance, how they fit into a business process flow and the transport mechanisms that can be used. Intended for customers with existing integrations they wish to extend or improve, and for customers with standalone implementations, the session will cover integrations with NetSuite ERP and other financial, HR and CRM systems.

Expert Panel: Best Practices to Ensure Health of Your Projects (Basic)

Come hear an interactive panel session to discuss the monitoring and stewardship of large portfolios of projects. The panel will consist of services company executives together with NetSuite professional services experts. Questions are welcomed at this interactive format aimed at providing insights and best practices for keeping your portfolio thriving and profitable.

End the Spreadsheets! Using Financial Forecasting in NetSuite OpenAir (Intermediate)

You've made the move to use NetSuite OpenAir to improve your PSA operations and provide management insight into past performance. Now take advantage of NetSuite OpenAir's powerful forecasting capabilities to predict future staffing requirements, utilization, revenue and margin. This session is intended for customers already familiar with the operational and reporting capabilities of NetSuite OpenAir who wish to provide all levels of users with forward-looking information.

Services Resource Planning Customer Case Studies: From Sales to Delivery to Billing (Basic)

Join this session to learn how leading services organizations elevated their performance by running their entire enterprises in the cloud. Company executives will discuss the benefits of leveraging a single integrated system for CRM, PSA, ERP/financials and more, and some of the results they achieved including operational efficiency, real-time visibility and flexible mapping capabilities.

TRACK 6 continued

NetSuite's Services Solutions Overview: From Advanced Projects to NetSuite OpenAir (Basic)

NetSuite offers world-class products to meet the needs of services organizations of all sizes. Learn how NetSuite Advanced Projects and NetSuite OpenAir can help you to more effectively run your business. This session will provide an overview of key product functionality and associated benefits. Discussion will be focused on project and resource management, project accounting, and time and expense management.

Getting the Most out of NetSuite Advanced Projects (Intermediate)

Join this session to discover the ins and outs of NetSuite Advanced Projects. Key areas that will be covered include project management, billing schedules and resource allocation and planning. Learn how Advanced Projects functionality enables you to effectively manage your services business, and connect the dots from lead generation to services automation to back-end financials.

NetSuite OpenAir and Advanced Projects: The Road Ahead (Intermediate)

Join NetSuite product strategy leaders for what has historically proven to be a very popular session! We will take a look forward at product plans for NetSuite OpenAir and NetSuite Advanced Projects over the coming year. Attendees at this session will be among the first to learn about the exciting features and functionality that are planned.

TRACK 7: Manufacturing, Wholesaler & High Tech Solutions

Solution Overview: NetSuite for Manufacturers (Basic)

NetSuite's solution for manufacturers continues to evolve to meet the challenges of today's modern manufacturing organizations. This session will focus on a complete overview of NetSuite's offering for manufacturers. Speakers will focus on new innovations in NetSuite manufacturing, and highlight partners that help extend NetSuite's manufacturing solution.

Solution Overview: NetSuite for Wholesale Distributors (Basic)

Managing a wholesale and distribution business intelligently and efficiently across multiple products, locations and vendors is a daunting task without the right solution and appropriate processes. This session will provide an overview of NetSuite's complete solution for distributors and will highlight new innovations and partners that enable wholesale distribution success.

Roadmap and Vision: Manufacturing (Intermediate)

NetSuite is committed to continually expanding its manufacturing features to increase our value to our customers, with capabilities for increasing end-customer satisfaction, improving supply chain collaboration, increasing manufacturing operational efficiency and decreasing product costs. This session describes the process NetSuite uses for analyzing which future features will drive the most value for our customers, and how enhancement voting and NPS surveys factor into that process. It also provides a summary of future manufacturing industry focus areas.

Roadmap and Vision: Wholesale Distribution (Intermediate)

For wholesale distribution customers, NetSuite is focused on areas such as improving end-customer fill rates, streamlining supply chain collaboration, increasing warehouse operational efficiency and driving margins. This session describes the process NetSuite uses for analyzing which future features for WD will drive the most value for our customers, and how enhancement voting and NPS surveys factor into that process. It also provides a summary of NetSuite's current feature priorities for wholesalers.

Analyst View: Harnessing the Power of Consumerization of IT and Disruptive Technologies (Basic)

Five forces: social, mobile, cloud, big data, and unified communications have taken the consumer world by storm. Business leaders seeking competitive advantage must find ways to adapt these technologies for the enterprise. Join Constellation Research's, Principal Analyst and CEO as he shows how a new generation of business and technology leaders are putting these technologies to use. More importantly, find out how to take advantage of consumerization of IT to create a competitive advantage starting with the cloud and beyond.

Industry Trends and Market Outlook for Wholesale Distributors and Manufacturers (Basic)

The wholesale distribution and manufacturing industries continue their return to growth with almost every major sub-sector showcasing higher growth rates than the overall economy. In this panel discussion, learn what industry observers are saying about the future for wholesale distribution and manufacturing companies and what you can dotoday to plan for the future. You'll get insights into the latest trends that will impact your business and how to best prepare for what's to come.

TRACK 7 continued

Best Practices for Successfully Leveraging NetSuite for Manufacturers (Intermediate)

In this session, learn best practices for optimizing the NetSuite solution for manufacturing. The discussion will include specific use cases including how to best leverage innovations in demand planning and standard costing to better forecast demand and understand costs.

Best Practices for Successfully Leveraging NetSuite for Wholesale Distributors (Intermediate)

In this session, learn best practices about how best to leverage NetSuite's solution for wholesale distributors. Speakers will highlight specific use cases and showcase practical solutions that leverage the full capabilities of NetSuite. Discussion will include use cases and demonstrations of the latest features for intelligent inventory management and how to best use the application for more efficient business processes.

Roadmap and Vision: Software Companies (Intermediate)

This session will provide you with insights on where NetSuite is taking its solution for the software industry. For software businesses, NetSuite is focused on areas such as improving its recurring billing functionality, renewals management, pricing capabilities and much more. This session describes the process NetSuite uses for analyzing which future features for software companies will drive the most value, and how enhancement voting and NPS surveys factor into that process. It also provides a summary of our current feature priorities for software companies.

Solution Overview: NetSuite for Software Companies (Basic)

Running a software company requires sophisticated revenue recognition, the flexibility to support ever-changing billing models, strong renewals management and maximizing sales productivity. This session will provide an overview of NetSuite's complete solution for software companies and highlight new innovations and partners that drive success.

TRACK 8: Success Strategies & Insights

Sales and Marketing Executive Discussion: Strategies for Improving Sales and Marketing Success (Basic)

Hear from your peers how they're deploying NetSuite across their sales and marketing functions. NetSuite customers will discuss tactics they're using to improve forecasting effectiveness, drive sales compensation, elevate overall sales productivity and much more. In this moderated session, you'll get the opportunity to ask questions, engage in open discussion and find out tips for driving adoption by your sales and marketing organization.

Finance Executive Discussion: Improving Efficiency within the Back Office (Basic)

This session features a panel of finance and operations executives who will share their strategies for getting the most of NetSuite within the back office. They'll discuss what's working for their organizations from reporting, invoicing, purchasing, to employee management and more. You'll hear about customizations that they've made and their operational and NetSuite best practices. And of course, you'll have the opportunity to ask the panel for their insights on improving your back-office efficiency and performance!

Case Studies: Moving to a Global NetSuite OneWorld Deployment (Basic)

NetSuite OneWorld provides the power to standardize your international business across a single instance, across subsidiaries and divisions. Hear first-hand from executives who have rolled out NetSuite OneWorld across their global organization, learn how they managed and phased the rollout and met the needs of each individual subsidiary and business unit, and where they are going next.

Customer Panel Discussion: Powering Up Your Services Organization (Basic)

If you're involved in managing a services organization, then this session is for you. Three professional services leaders will discuss how they are using solutions such as NetSuite OpenAir PSA, NetSuite Advanced Projects and NetSuite Services Resource Planning (SRP) to optimize services performance. They'll discuss their approaches to improving project profitability, driving resource management and delivering on-time projects. It's the perfect opportunity to learn strategic tips for improving your professional service organization's performance.

TRACK 8 continued

Customer Panel Discussion: Optimizing Your Distribution Company (Basic)

Running an efficient distribution business can take years of experience. Take a shortcut by hearing how leaders at mature and fast-growing wholesalers are managing their distribution operations—from optimizing warehouse management and inventory, to streamlining fulfillment, to the financials. This is not just an opportunity to learn how to configure NetSuite to meet your needs, but to get practical insights on general strategies to succeed in distribution and to ask questions and get practical answers in an open forum.

Customer Panel Discussion: What's Working for Manufacturers (Basic)

Three executives at manufacturers will provide insights into how they're running their manufacturing operations with NetSuite. It's your opportunity to get practical insights into how to integrate NetSuite's manufacturing solution with your business, and how to successfully tap its advanced features such a demand planning, standard costing, multi-location management and more. This interactive forum will ensure you get the opportunity to get your questions answered and walk away with proven strategies.

Customer Panel Discussion: Managing Software Company Performance (Basic)

Software companies operate in a fast-moving highly competitive environment. A panel of business leaders from software companies running NetSuite will share their strategies for success, from adopting rapidly changing revenue recognition regulations to adapting NetSuite to evolving billing models. Hear their presentations and get involved in the discussion on how to extend, configure and deploy NetSuite to maximize software company performance.

Services SWAT Team: Tips and Tricks to Get the Most Out of NetSuite Analytics and Automation (Advanced)

This two-part session will feature proven best practices, tips and tricks from NetSuite professional services experts garnered from the many NetSuite implementations they've worked on. They'll share their knowledge on how to maximize NetSuite's analytics and workflow management. You'll walk away with tips on configuring KPI scorecards, inside strategies reporting customizations and quick and easy ways to get started with SuiteFlow.

What's on Your Dashboard for Measuring Performance? (Basic)

How do you turn your dashboards into dashboards that really drive insight across your business? This session will share insights from NetSuite Professional Services SuiteAnalytics experts who have done just that. They'll discuss how to successfully tailor dashboards across functions and levels, such as for executives, sales management and operations, and design them to maximize usability. You'll find out how to use trend charts effectively, develop scorecards for measuring performance and MBOs and more. They'll be joined by NetSuite end-users who will discuss the key metrics they measure on their dashboards, how they developed them and how they drove adoption.

Analyst Panel: The Rise, Maturation and Impact of Social Business (Basic)

There is little doubt that business is undergoing a transformation that has and will impact how companies will have to work forever. What customers are demanding; how employees act in the workplace; how companies communicate with each of them; and the effect of this transformation on processes, systems, and cultures are things that can't be ignored, even if you'd rather do that. This change, called "social business" isn't always that simple to understand. But, of course, we're here to help. Paul Greenberg, author of "CRM at the Speed of Light" moderates a panel of key influencers and subject matter experts what you need to expect, what you need to do, the problems you will face, and the benefits you will discover with a "social business" of your own.

TRACK 9: Demo Showcase

Collaboration and File Management with Box (Basic)

Box and NetSuite have teamed up to let you access Box content from the same platform you trust with crucial financial, CRM, inventory and ecommerce information. Box for NetSuite moves file sharing out of security-challenged email and clunky FTP and into a secure, online workspace within NetSuite. Learn how your users can experience a new level of convenience and availability, where tasks, comments, version history and more can be accessed by everyone from any device. **(Box)**

TRACK 9 continued

Human Capital Management & Job Costing from Epiphany, Inc. (Intermediate)

Human Capital Management can be a big challenge for a diverse workforce especially when you are scattered across many locations. In this session you'll find out how Epiphany's e-Benefits Solution addresses this challenge and gives employees direct access to their PTO balances, automates the request for leave process and handles Insurance Enrollment. You'll also find out how Epiphany's e-Job Costing Solution can provide you with visibility and reporting into exact income and expenses at the job or sales order level. **(Epiphany Inc.)**

Making the Most of Your NetSuite Webstore with Explore Consulting (Intermediate)

Looking to make the most of your NetSuite Webstore? In this session we'll highlight what others have done to optimize their customer experience and business efficiencies through native features and 3rd party offerings. Social media integration and shopping, mobile commerce, advanced site features that increase conversion, end-to-end customer visibility, targeted customer interactions, and 3rd party integration best practices will be just some of the highlights. This session includes a Q&A session with NetSuite eCommerce gurus. **(Explore Consulting)**

Using Responsive Web Design and Product Configurators to Maximize the Ecommerce Shopping Experience (Basic)

This session will provide insights into the latest trends in the Ecommerce industry, including designing and developing a website that's usable no matter from where it's being accessed and what device it's being accessed from using a technique called Responsive Web Design, and Product Configurators that allow users to create and personalize their own products and shopping experience. You'll learn how to apply these techniques to NetSuite ECommerce, and see examples of NetSuite clients that are already using them. **(Gproxy Solutions, Inc.)**

Syncing NetSuite CRM to Microsoft Exchange from Desktop to Mobile (Basic)

So, you've purchased NetSuite CRM. And your team now wants to sync NetSuite to Outlook, their Mac, iPad, iPhone, Android and BlackBerry smartphones and tablets. Now what? During this session, you will learn how to sync NetSuite CRM to Exchange – without the burden of installing, configuring and managing Outlook plug-ins or separate mobile apps. Learn how to sync more than the basics – contacts, calendar, tasks, email, recurring appointments, opportunities, cases, quotes, custom fields and custom objects and find out how to keep your personal and business contacts separate and reduce manual data entry. **(Omni Technology)**

Cloud-Based Supply Chain Networks: What's New and What's Next? (Intermediate)

How will social networks and the cloud affect your supply chain relationships? And how can you use cloud-based supply chain communities to address retailers' electronic trading requirements, attract new customers and reduce operational costs? SPS Commerce invites you to join executive vice president David Novak on an educational journey to decode the jargon and drive business results. You'll gain insights into the latest supply chain trends affecting NetSuite customers, including a new supply chain network for the retail industry called the Retail Universe. **(SPS Commerce)**

Does Your NetSuite OpenAir System Have the WOW Factor? (Intermediate)

Are you using NetSuite OpenAir to the fullest extent? Join us and compete with other NetSuite OpenAir users to be the "OpenAir WOW Factor Champion". During this informative and entertaining competition you will learn the top 5 WOW factors that should be a part of your NetSuite OpenAir experience. From time and cost saving features to greater visibility and control through reporting to encouraging user adoption, this session has it all! The champion's company will win 2 months of Release Management Services from TOP Step Consulting. A must attend session for NetSuite OpenAir users! **(TOP Step Consulting)**

SuiteCloud Platform Unleashed: Solving Complex Business Challenges with Celigo (Intermediate)

The SuiteCloud platform has evolved dramatically over the years. Does your team have the knowledge to apply the latest technologies to exploit it to your advantage? In this session, Celigo will share real-world solutions and discuss the tools used and business value derived. With thousands of solutions deployed, Celigo has the proven experience to help you maximize the return on your NetSuite investment. **(Celigo)**

Maximize your NetSuite Investment through Cloud Integration (Intermediate)

You selected NetSuite for its powerful ERP capabilities. Now you have better visibility into operations, but still need a single view of customers or products. To achieve this, you need to migrate data and integrate other applications—e-commerce, shop floor management, warehouse management and possibly others. Find out how WebSphere Cast Iron Cloud integration for empowers your organization to maximize their Netsuite investment by connecting it to other Cloud and on premise applications through a flexible, simplified "configuration, not coding" approach enabling you to integrate applications in days—rather than months. **(IBM)**

TRACK 9 continued

Super-Size Me: Lessons Learned from an Enterprise-sized NetSuite Implementation with Ncompass (Basic)

Think your NetSuite life is complicated? This session covers strategies on overcoming the challenges experienced during an enterprise-size implementation that involved 1,000 users, 80 custom Entity and Transaction forms, 63 Custom Records, 800 custom fields, 420 Departments, 58 Classes, 364 Locations, 106 scripts totaling thousands of lines of code, and 3 Sandbox instances. You will get tips for managing a large scale implementation with multiple concurrent projects with rotating resources, multiple change requests, and other NetSuite enterprise scale implementation success factors. Come learn how Ncompass worked with NetSuite and the client to successfully deliver this unprecedented implementation. (Eric Straddeck, Senior Project Manager Ncompass Business Solutions, LLC. **(Ncompass)**

Are You Leaving Money on the Table? Stop Revenue and Invoicing Problems Before They Even Occur with Callidus (Basic)

Learn how having CPQ (Configure, Price, Quote) as a front end to your ERP/financial system can eliminate most downstream errors. A CPQ sales configurator will ensure that your salesforce and channels can only sell valid products in compatible combinations, products and services that can actually be built of delivered. A CPQ pricing engine will ensure that all your channels use valid prices and approved discounts, while a CPQ document generation engine will ensure that you are generating compliant error free quotes, proposals, and agreements, using controlled and sanctioned content that deals with product info, pricing, terms and conditions, warranties, and other relevant revenue recognition language. **(Callidus)**

TRACK 10: Selling NetSuite [NetSuite Partners ONLY]

Vertical Selling: Managing a Manufacturing Business with NetSuite (Intermediate)

The manufacturing industry thrives on speed and efficiency—not on managing disconnected IT systems for finance, order and inventory management, ecommerce and more. Learn the four keys to successfully selling into manufacturing businesses and helping your manufacturing clients run their business smarter and faster. We'll review the key NetSuite product features specific to manufacturing, share sales and marketing best practices, explore the partner and competitive landscape and showcase NetSuite's latest client success stories in manufacturing.

Vertical Selling: Making Wholesale/ Distributors Run Faster and Smarter (Intermediate)

The wholesale distribution industry thrives on speed and efficiency—not on managing disconnected IT systems for finance, order and inventory management, ecommerce and more. Learn the four keys to successfully selling into wholesale and distribution businesses and helping your WD clients run their business smarter and faster. We will review the key NetSuite product features specific to WD, share sales and marketing best practices, explore the partner and competitive landscape and showcase NetSuite's latest client success stories in wholesale distribution.

Best Practices in Marketing for NetSuite Channel Partners (Basic)

Join a session to learn best practices and tips from SiriusDecisions, the leading source for B2B sales and marketing best practice research. Discover how you can effectively market your NetSuite practice to prospective customers while driving demand for services business. Find out how you can quickly and easily run marketing campaigns that leverage and complement NetSuite's marketing initiatives.

Best Practices in Building Your NetSuite Implementation Business (Basic)

Successfully implementing your first customer or your next customer is one of the keys to long-term success in selling and delivering the NetSuite solution. In this session, you'll learn the most important investments to make in training and personnel. Learn NetSuite's perspective on what skills and experience mark the profile of the ideal candidate when staffing. Gain strategies to ensure a successful customer go-live and to avoid the most common pitfalls. Find out NetSuite's observations and experiences on what makes a successful partner professional services practice.

Selling Value (Basic)

How does your company identify and quantify the value of your NetSuite solution to each prospect's individual needs, while avoiding common, vendor-centric-selling traps such as falling into a feature-function; cost-benefit; or "canned" value-proposition sales pitch? Be prepared to meet your prospect's speed during your very first call – that's where value is discovered. Join the experts in exploring how to tailor your approach to each prospect and opportunity to differentiate yourself in every competitive, NetSuite sales process.

TRACK 9 continued

Selling to the CFO (Basic)

How does your company position and sell the NetSuite solution to the CFO and financial leadership of a company? Are you incorporating best practices when prospecting, diagnosing customer needs, crafting a solution and establishing value? Join the experts in exploring how they tailor their approach to financial buyers and take a consultative approach to all aspects of the NetSuite sales process.

NetSuite Solutions and Competitive Selling (Intermediate)

This session will focus on the resources available to you to position NetSuite against common on-premise and cloud competitors. The session will review key competitors you should be prepared to deal with. You'll learn about their competitive weak points, as well as how to handle any questions from your prospects that may be planted by the competition. This session will also feature a resource guide on materials that are available for you to use in competitive sales situations.

Vertical Selling: Penetrating the Services Sector with NetSuite (Intermediate)

Service industries are projected to be one of the fastest growth sectors for the foreseeable future. With a fast-growing market and the chance to deliver industry leading solutions with a proven ROI, you can't afford to miss this session on how to grow your sales of NetSuite into services firms. Learn how NetSuite's professional services automation (PSA) and services resource planning (SRP) solution can help services firms dramatically improve project margins, billable rates, rate realization and revenue growth. During this session, NetSuite OpenAir experts will share selling tips, review the latest NetSuite product enhancements for service organizations and reveal upcoming marketing initiatives.

Vertical Selling: Driving Efficiency and Results at Ecommerce Companies (Intermediate)

Ecommerce companies face a complex environment with the introduction of new sales channels (marketplaces, group deal sites, stores, etc.) and new device formats (smartphones and tablets). To succeed, companies must deliver world-class shopping experiences, engage with their customers to create repeat sales and reduce operational costs to enable low prices. NetSuite uniquely offers ecommerce companies the ability to manage their ecommerce, marketing, operations and finance systems all in a single integrated solution. In this session, you'll learn the key priorities and pain points for ecommerce executives, and key differentiators for the NetSuite solution.

Vertical Selling: Powering the Next Generation of Software Companies (Intermediate)

Software leaders building recurring revenue businesses face challenges in billing, revenue recognition and renewal management. NetSuite is uniquely addressing these requirements both with native and partner functionality. Learn how NetSuite is addressing the unique requirements of software companies with its Software Company Edition and how new contract renewals functionality was built on top of the SuiteCloud platform.