IS YOUR ACCOUNTING FIRM HELPING CLIENTS THINK BEYOND QUICKBOOKS?

It may provide core functionality at an affordable price, but QuickBooks could also be holding businesses back from achieving their full potential, both QuickBooks customers and the partners and independent accountants that support them. Here's how to reverse the tide and help get to the next level.

At a high level, QuickBooks provides the basic functionality most companies initially need in a financial management system—enabling the management of a company's chart of accounts, along with a systematic method of managing its relationships with vendors and customers through accounts payable and accounts receivable respectively.

Providing this core functionality at a reasonable price point has made QuickBooks the system of choice for small businesses in many industries. At some point, companies may start to feel like their businesses have outgrown this general ledger system and that they need a more robust, integrated financial system. This usually happens when:

- It's difficult to find out what's really happening across their businesses in real-time.

- Their team members waste time playing "Hunt for the Spreadsheet" when looking at purchases and inventory.

- Financial consolidation between systems takes too long.

- It's too difficult to add new sales channels, product lines, or revenue streams domestically or internationally.

These fast-growing clients will face the highest hurdles because their existing in-house systems can't take advantage of the opportunities afforded by a world shrunk by a combination of globalization and the rise of the internet. Instead of grabbing opportunities and expanding market share, these businesses are bogged

down with the difficult questions that come with growth, such as:

- How do we take advantage of modern technologies without overloading the business with cost?

- Can modern systems free up information producers to become decision advisors to the wider business?

- Who can we trust to provide a platform for growth that extends well beyond the back office?

For independent accounting professionals and other businesses supporting the QuickBooks ecosystem, this means their fastest-growing, most successful clients are either seeing their growth slow, or walking out the door when they move to a different system. Unless they support a more sophisticated system like NetSuite, these partners constantly need to replace successful clients with smaller, less established customers.

Use the Windshield, Not the Rear-View
Built upon the idea that a unified suite of applications spanning across a whole business allows companies to operate off a single version of the truth or data, NetSuite's predefined roles and dashboards are tailored around a user's day-to-day tasks, which allows for the most efficient consumption of information throughout the entire organization.

There is a world of difference between software designed for the cloud and software that's designed for the on-premise world.

Companies using QuickBooks, for example, don't always have technical resources in-house to manage on-premise systems and their upkeep. As your clients grow, this can become unmanageable and painful.

With a well-implemented cloud-based system, financial activities appear as soon as they are triggered. Coupled with "anywhere-anytime" access, this means decision makers can quickly act upon both adverse and favorable performance indicators.

In that sense, decision-making becomes an activity where those tasked with executing on the company's goals and strategies are able to do so with information that is akin to looking through the front windshield of a car, rather than constantly worrying about what is in the rearview mirror.

Welcome to the SuiteLife – NetSuite's Partner Program
If the idea of switching clients over to an integrated financial system sounds complicated, think again. Clients can be up and running on NetSuite Financials First in 45 days or less. It also helps you retain key clients and grow your client base by providing them with the logical next-step business solution when they outgrow QuickBooks.

We've also made it simple for you to become a NetSuite partner with SuiteLife. SuiteLife is our state-of-the-art engagement program. With it, new partners can begin implementing NetSuite in as little as 90 days. Moving forward, partners receive the tools, ongoing

training and advanced support they need to ensure their business is efficient and implementations run smoothly.

As a NetSuite partner, you'll make 30-50% margin on new license sales plus high margins on renewals and service. In addition, you'll retain your fastest-growing clients while expanding your client base with other companies looking to migrate from QuickBooks.

When you become a NetSuite partner you'll be able to:

- **Extend your client base.** Retain current clients and bring on new ones by helping your customers automate business management processes, reduce IT cost and maintenance, make better decisions, and improve collaboration.

- **Expand your cloud offerings and capabilities.** NetSuite was born in the cloud and has grown to become the leading cloud solution, used by more than 18,000 customers worldwide.

- **Grow your revenue stream.** Your clients will require your expert advice and services to add new capabilities to NetSuite to meet the needs of their growing businesses.

Financial Benefits	
New License Revenue/Margin	30% – 50%
Recurring Revenue/Margin on Renewals	10% – 30%
Services & Support Revenue	15%
Internal Use Products	☑

Sales & Marketing Benefits	
Sales Support from a Seasoned, Dedicated Team	☑
On-Demand Self-Service Resource Center	☑
Real-Time Lead Registration	☑
Use of NetSuite Logos and Trademarks	☑
Co-Branded Editions for Your Customers	☑
Co-Brandable Marketing Campaigns	☑
Free Demonstration Accounts	☑
Unlimited Test-Drive Accounts	☑
Cooperative Marketing Funds	☑

Technical Benefits	
Sales Engineering/Product Demonstration Support	☑
Unlimited Development/ Proof Accounts	☑
Priority Technical Support	☑
Pre-Release Training	☑
Pre-Release Schedules and Documentation	☑
Product Webinars	☑
Quarterly Partner Newsletter	☑
Annual User Conference	☑