



Driving Top Line Growth to Meet Investor Demands

NetSuite for Venture Capital-Backed Companies



In recent years, the venture capital market has best been characterized by its abundance of available capital. Not only have investment levels reached record highs, but median deal size at each stage has also skyrocketed. Fundraising levels previously seen in later series are now raised earlier, and as new investors enter the market, mega-rounds that used to be rare are practically commonplace.

To compete in this landscape, start-ups must dream bigger, be bolder, and move faster—they need a system that can be deployed quickly and deliver incredible value from the start.

NetSuite at a Glance:

- Founded in 1998
- Trusted by more than 37,000 customers
- Used across 219 countries and dependent territories
- Acquired by Oracle in November 2016
- Dedicated Private Equity and Venture Capital Practice

“NetSuite is made for early-stage companies. Instead of working on spreadsheets and other entry-level products, early-stage companies are jumping straight to a scalable solution like NetSuite because we have enabled a quicker, faster, more efficient, and more economical platform for them to build on.”

Rahul Puri, Global Private Equity and Venture Capital Practice Leader, Oracle NetSuite

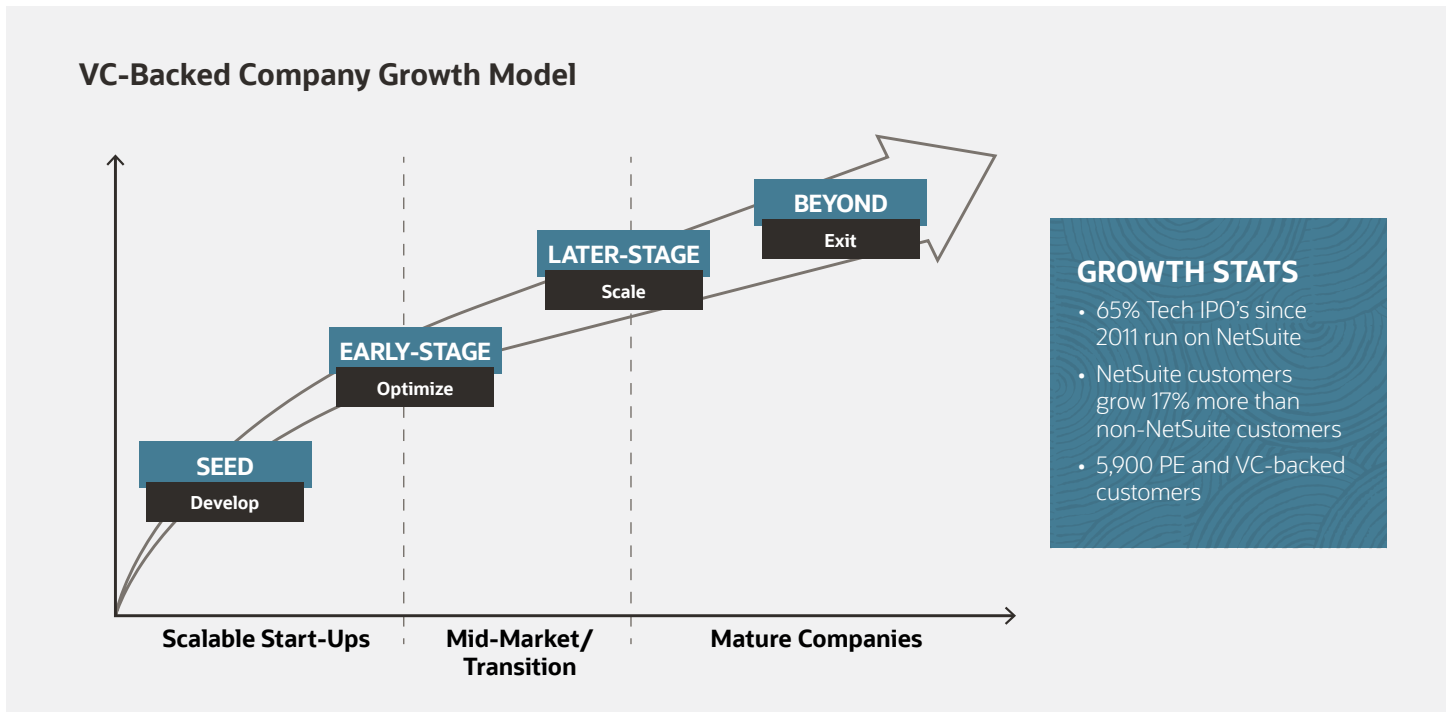
NetSuite understands the needs of venture capital-backed companies and offers solutions that help them achieve growth goals and deliver to stakeholders.

NetSuite drives growth for venture capital-backed companies at every stage of their lifecycle:

Seed: Businesses in the seed funding stage are often lean operations, with every dollar of capital raised being put towards developing the product, market, and management team. Such a tight budget makes it easy to overlook an investment in back-office technology.

To establish a strong foundation for growth, however, it’s crucial to acquire a financial platform that can provide a singular view of the business. Companies at this stage of funding often take advantage of NetSuite because it is:

- **Fast:** Rapid implementation (45 days or less) of a turnkey solution gets you up and running quickly with little interruption of daily operations.
- **Proven:** Built with best practices to ensure success on Day 1.
- **Tailored:** Industry-specific functionality with built-in business process flows, value-driven dashboards, and KPIs tailored to your industry.



- **Cost effective:** Cloud delivery eliminates expensive on-premises IT costs and provides automatic updates, so your software is always current.
- **Flexible:** Across every industry, every business type in every part of the world, we enable your team to stay agile and flexible.
- **Scalable:** One unified business management suite encompassing financials, CRM, ecommerce, and more that grows with you at every stage of funding and company development.

Early Stage (Series A-B): Companies in early stage funding series are focused on developing their business model and monetizing the business. This includes optimizing the product and user base, so that they are ready to successfully enter the market and transact with customers. Companies in this stage need to understand their customer base, and effectively track the revenue coming in from their sales. NetSuite empowers early-stage businesses with:

- **Comprehensive financial management:**
 - A dynamic General Ledger that can be tailored to meet your unique business needs and changing conditions, all while providing a single version of the truth. Finance teams have access to more flexibility and visibility, enhanced audit trails, and richer reporting functionality that is crucial for delivering key information to investors.
 - End-to-end visibility into your receivables and payables. Gain added liquidity to fund growth, shorten the credit-to-cash cycle, and seize new opportunities as they arise. Automate the processing and payment of invoices to mitigate funding gaps, realize higher profits, and ensure compliance.
 - Automation of billing, contracts, revenue recognition, and more at the click of a button. Eliminate manual errors, revenue loss, and missed opportunities caused by spreadsheets.

- **Customer relationship management:**
 - Simplified lead-to-cash processes.
 - Elevated productivity across the organization with a full view of customers.
 - Improved sales performance through forecasting, upsell and commission management, and more.
- **Modern reporting and compliance:**
 - Pre-ready board decks based on the reporting demands of your investor. Dashboards and KPIs tailored to your role for your personal viewing.
 - Out-of-the box or easily customized reports that can be accessed from anywhere using the web or a mobile device, to quickly inform stakeholders.
 - Real-time information with drill-down capabilities to quickly act and drive business performance with informed decisions.
 - Global compliance with accounting standards, e.g. US GAAP, IFRS, and any other country-specific accounting standards.

Later Stage (Series C/later stages): Business with established products and services take their business to the next level by acquiring talent, improving their customer experience, and broadening their market reach—whether by international expansion or M&A. At this stage, operational complexity increases as the business transacts in new currencies and languages or deals with new reporting and compliance regulations after acquiring a competitor. To help companies in this stage, NetSuite provides a scalable solution that features:

- **Global business management:** NetSuite OneWorld enables the management of multiple subsidiaries, business units, and legal entities and supports consistent processes across countries for real-time global insight and consolidation.

“NetSuite has allowed us to feel out in front of our systems as opposed to always playing catch up.” Peyton Jenkins, Co-founder, Alton Lane

- Used in 219 countries, with multi-currency management supporting over 190 currencies, 27 languages, and a variety of payment options.
- Flexible, configurable tax engine includes preconfigured tax codes for over 100+ countries.

Ecommerce: SuiteCommerce enables businesses to seamlessly connect every step of a multi-channel, multi-location business—from ecommerce, POS, and order management to merchandising, marketing, inventory, financials, and customer service.

Human capital management: NetSuite SuitePeople empowers managers and HR professionals to streamline employee information, new hires, employee onboarding, payroll, promotions, and compensation changes, all from a single suite.

Conclusion

NetSuite provides a single platform with tailored solutions to support your business at every stage of the investment lifecycle. As you look to take your growing business further, being able to quickly and effectively demonstrate the financial health of your organization ensures that your organization is positioned for future success—whether for further funding rounds, IPO, or private equity investment.

With NetSuite, venture capital-backed companies not only get a business system they will never outgrow, but also a lifelong business partner committed to their success. NetSuite’s dedicated Venture Capital Practice understands that sponsor-backed companies have a unique DNA in terms of growth and investment thesis and recognize that they operate under accelerated timelines and aggressive budgets. To support this, the Venture Capital team provides an additional layer of executive alignment throughout evaluation, implementation, and beyond.

