



# **The Top Five Signs Your Business Has Reached the Limits of QuickBooks Hemmed In? It's Time to Break out of the Box**

# The Top Five Signs Your Business Has Reached the Limits of QuickBooks

<b>Introduction</b> .....	<b>3</b>
<b>A Typical Applications Journey</b> .....	<b>3</b>
Journey Phase 1: Starting Out — Automating the Back Office .....	3
Journey Phase 2: Mid Cycle — Adding Front Office Systems .....	4
Journey Phase 3: Applications to Support Evolving Business Models .....	4
The Turning Point: A Typical Applications Footprint .....	4
<b>The Five Signs You've Reached the Limits of QuickBooks</b> .....	<b>5</b>
#1 It's Too Hard To Find Out What's Really Happening Across Your Business Right Now .....	5
#2 You Spend Too Much Time Re-Entering and Reconciling Data across Systems .....	8
#3 You're Losing Sales Because You Can't Get Information Where It's Needed Fast Enough .....	11
#4 You're Doing More of Your Accounting Outside of QuickBooks Than In It! .....	13
#5 You Spend Too Much Time Worrying about Technology Instead of Focusing on Business Results	16
<b>Conclusion</b> .....	<b>19</b>
<b>Want to Learn More?</b> .....	<b>19</b>

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## Introduction

QuickBooks was the best fit for your business when you first started using it, but is it the right choice to drive the next stage of your company's growth?

With over 3.5 million QuickBooks users, you're not the only one facing this question. Thousands of businesses arrive at a similar crossroads every year. Timing is everything: if you replace QuickBooks too early, then you may end up with more software than you need right now. But if you wait too long, you could end up struggling with inefficient business processes that could actively damage your business performance and prospects for future profitability and growth.

At what point do the costs to the business of maintaining QuickBooks—and the other systems it requires to function — outweigh the benefits of keeping it in place? When is the right time to make the move?

NetSuite has been working for more than 11 years with businesses that have reached the limits of QuickBooks, including thousands of small business owners, finance executives and IT professionals from companies at different phases in their development. While those businesses have been diverse, the critical issues that they faced when reaching the limits of QuickBooks are remarkably similar.

Drawing on the experiences of such companies, and providing real-life case studies, this white paper identifies five recurring themes. It provides you with a list of the business process inefficiencies that you might see reflected in your own business, as well as the tell-tale signs that your business has begun to reach the limits of QuickBooks or perhaps has already outgrown it.

In this white paper, we draw on the real-life stories of SMB and SME businesses that have converted to NetSuite from QuickBooks at critical junctures in their business development. You will find mentions of business process inefficiencies that you might see reflected in your own business: the telltale signs that your business has bumped into the limits of QuickBooks or perhaps, has already outgrown QuickBooks.

## A Typical Applications Journey

### Journey Phase 1: Starting Out — Automating the Back Office

QuickBooks is often the first financial application installed by a business. In fact, it's the number-one financial application for very small businesses in the United States. It's quick and easy to install, provides good value for the money and offers an assortment of features to meet the needs of small and entry-level businesses.

Many businesses never foresee needing more than a few users of QuickBooks. They have a near-term need simply to manage the books and automate their basic financial reporting. But over time, they find that more and more functions must be automated to manage growth and remain competitive. They add new applications for order management, inventory control, payroll and employee management. Sometimes, these are add-on solutions for QuickBooks. More often, they are stand-alone solutions that require integration, home-grown systems, or hand-crafted Excel spreadsheets.

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### Journey Phase 2: Mid Cycle — Adding Front-Office Systems

A natural progression in the application journey for many businesses is to get a stronger handle on the customer lifecycle — from registering sales opportunities to providing customer support. Often this can be done by adding a standalone opportunity management application such as ACT! or Goldmine. In parallel, the support team often puts in a system of their own to track customer issues. Keeping the information from either of these systems in sync with QuickBooks is often an afterthought. Meanwhile, spreadsheets begin to take on a life of their own throughout the organization as management tries to get a handle on growing volumes of data across finance, sales, inventory, and customer service. Some of the more adventurous managers bring in analysis and reporting tools in an effort to get more insight into sales or financial performance.

### Journey Phase 3: Applications to Support Evolving Business Models

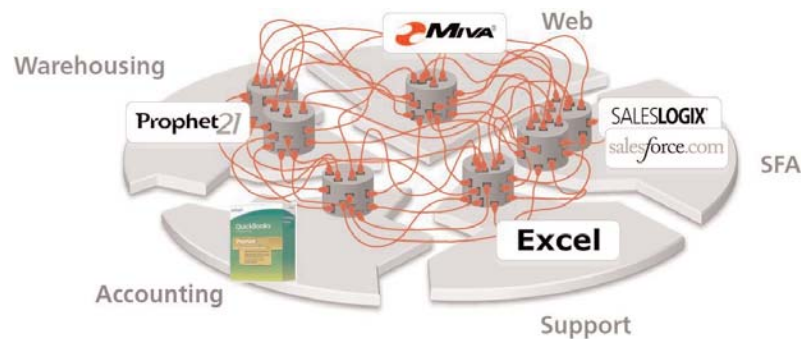
Whether a business is growing fast or simply keeping up-to-date with the demands of today's fast-moving, globally connected, 24/7 environment, shifts in business models come into play that weren't anticipated at the outset. Companies find they are dealing with teleworkers and a mobile workforce, or that they must engage more sophisticated financial processes for ecommerce integration, recurring billing or financial consolidation.

Many businesses find they have to embrace additional channels for selling their products whether managing a reseller network or partner program, selling products through the Web, or using online marketplaces. Finally, customer service is moving online with customers expecting self-service and a customized online experience enabled via rich content and an intuitive interface. Each of these evolving demands is met, without a unified solutions hub like NetSuite, by putting in yet another new application or additional technology infrastructure.

### The Turning Point: A Typical Applications Footprint

If you recognize the kind of lifecycle environment outlined above at your own business, then you're certainly not alone. Businesses that evolve their systems over time, often together with successive upgrades of QuickBooks from Pro to Premier to Enterprise, can find themselves with an almost "accidental" business systems architecture that is the result of near-term goal evolution rather than long-term growth design.

The result is an application architecture that we, at NetSuite, call "the hairball." Many businesses we speak to immediately recognize it:



The Business Applications "Hairball"

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Some businesses find that they've outgrown QuickBooks simply because their business and financial needs have become too complex. Others find their patchwork of systems becoming overwhelmed by the demands of today's business environment for "instant response" and "up-to-the-minute information." Whatever the cause, this is the moment when the five signs their business has reached the limits of QuickBooks become too serious to ignore.

## The Five Signs You've Reached the Limits of QuickBooks

### #1 It's Too Hard To Find Out What's Really Happening Across Your Business Right Now

Traditional business software like QuickBooks was designed for a time when you could afford to wait until the end of the month to get the data you need. That's not the case today, when consolidated views and up-to-the-minute reporting can make the difference between thriving and barely surviving.

A small team working at a single location can sometimes get by without a fully automated system because they're close enough to the action. But as soon as the team expands, or takes on new locations, the information that has to be exchanged rapidly swells out of control. You suddenly have data buried not just in QuickBooks but also in your sales force automation systems, inventory management or customer service systems. With more and more people working from home offices or out on the road with mobile devices, even a traditional close-knit small business team can realize that the old ways of keeping a finger on the pulse of the business are no longer valid.

Here are some of the telltale symptoms you may be encountering:

#### **You're wasting time playing "Hunt the Spreadsheet"**

Businesses that run QuickBooks inevitably reach a stage where employees are relying on spreadsheets to plug the information gap because data is scattered across the business in multiple systems, whether in QuickBooks, inventory, order management or sales systems. Often, there are employees that need access to financial information who can't get access to QuickBooks, or who use Excel when they're out of the office because the business systems are simply too hard to access remotely. Because there is no one place to keep it, data simply ends up in spreadsheets — or you waste time extracting data from them to share with others. The result is that your employees are spending more time hunting for data than making decisions on it. Where are the latest sales figures? Where is an integrated view of booking and billings backlogs? What about the underlying detail?

*Fact: According to both PWC and KPMG, more than 90 percent of corporate spreadsheets have material errors in them.*

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

#### **Your management reports are prone to errors, or are out of date**

Growing businesses that run QuickBooks typically have significant numbers of manual processes to support their business processes, whether rekeying sales orders into QuickBooks, reconciling customer information, or manually managing SKUs across multiple systems. The result is that errors in reporting are almost inevitable: there are just simply too many people touching the data, or massaging it to get the data out. It's dangerously easy to make decisions based on old, incomplete or flat-out wrong data.

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### **Simple QuickBooks reports take an unacceptable amount of time to run or print**

Ever had a situation where reports are simply taking too long to run, print, or export to Excel? Maybe it's a collections report that simply takes forever to run, and even worse, the other QuickBooks users get frozen out while the report is running. It may even take an eternity simply to get a report to print. With QuickBooks, it's easy to hit a performance bottleneck but less easy to solve it; often reporting is one of the areas first affected. The simple fact is that when reports are taking too long to run in QuickBooks, the amount of data your business has amassed has outgrown QuickBooks' ability to report on it.

### **You can't get a comprehensive view across all of your businesses units**

If your business has grown into multiple geographies, or over time you've added additional business units, then you've likely ended up with one set of financials in QuickBooks, and the financials for your other geos or businesses in separate installations or financial products. The result is you're likely struggling with an extended, manually intensive and error-prone financial close process when moving data between financial systems, along with a lack of clarity into the performance of subsidiaries and geos — battling emails and spreadsheets back and forth because you simply can't get access to the data you need.

### **Case Study: How Gawker Media Improved Sales Through Better Business Visibility**

**Company:** Gawker Media  
**Business:** Online media publishing  
**Locations:** New York, NY  
**Switched from:** QuickBooks, Excel

Gawker Media is one of the world's most innovative and influential blog-publishing companies

#### **Challenge:**

Attracting advertisers posed Gawker with two major challenges, in analysis of its advertising contracts and in billings and financial operations. First, Gawker's ability to look at its client base as a whole was limited. There was no easy way to look at advertisers by category (such as automotive) or region of the country, information that would be helpful in deciding how to allocate limited sales resources. "We had plenty of information; it was all over the place," says Scott Kidder at Gawker Media. "It was in spreadsheets, QuickBooks reports, emails. But it wasn't integrated, so any consolidated reporting was a manual and tedious process involving lots of copying and pasting. It could take many hours for a large report, and we couldn't vouch for a high degree of accuracy."

#### **Solution:**

Today, Gawker uses NetSuite OneWorld to streamline the business and maximize its financial visibility. Over a dozen executive dashboards give Gawker managers up-to-the-minute views of ad revenues, accounts payables, receivables, employees, contractors, and other information. These analytics, along with integrated end-to-end business processes, help Gawker maximize cash flow while minimizing bookkeeping, and custom-tailor advertising opportunities to improve revenues.

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## Case Study: How Gawker Media Improved Sales Through Better Business Visibility (cont.)

"Our processes are integrated and automatic, and our analyses, whether they are formal reports or minute-to-minute drill downs into our dashboards, is based on dependable, up-to-the-minute information," said Kidder, "We'd predicted 2009 would be a down year, but we ended up with significant year-over-year growth. A good part of that success comes from our ability to refine our advertising sales processes through improved operations efficiency."

### NetSuite gives you a real-time business view

When companies move from QuickBooks to NetSuite, they get real-time, hassle-free access to their business's performance that they simply couldn't achieve before. The reason is that unlike QuickBooks, NetSuite unifies finance, inventory, sales and service information in a single repository, together with built-in dashboards, reporting and analytics.

Here are just some of the visibility benefits reported by businesses that run NetSuite:

- Real-time view into company performance across finance, sales, marketing, service and fulfilment
- Role-based dashboards tailored to each business user's need
- No more multiple versions of the truth — make decisions based on a single version of the truth
- Fingertip, self-service access to key measures and reports
- Easy to drill down from summary into the live transactional detail
- Access to data from anywhere, whether through a Web browser, or mobile device such as an Apple iPhone or BlackBerry

*"NetSuite is certainly enabling the senior management team to have a consistent view of everything going on in our worldwide network. It allows us to think, act, and work as a single company worldwide."*

—Steven L. Yeffa  
President  
Cartridge World Americas



*"With NetSuite, I can view with the dashboard what our receivables are and what our sales reps are doing from a daily and weekly standpoint. Those tools are priceless to me, and have made our company 100% more efficient. That's the crux of why we took NetSuite on."*

—Evan Brown  
Co-Founder  
Toolfetch

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## **#2 Too Much Time Re-Entering and Reconciling Data across Systems**

With earlier generations of enterprise applications, it used to make sense to have separate systems for separate departments. But when everyone is networked and online, it's frustrating that suppliers, customers and business managers have to wait for answers while information is painstakingly transferred between systems by hand.

Those separate islands of computing that have sprung up over the years have become an insoluble hairball that's choking many businesses. There's no real-time visibility from one system into another. Incompatibilities and imperfect integration have left employees tied up, copying data between systems. This is tedious work that computers would do faster and more accurately if only they were set up to do it. Instead, it's taking time and effort that your staff ought to be spending on more productive, rewarding tasks elsewhere.

There are several symptoms that tell you it's time to move on:

### **Paper trails of sales orders, manual order entry and invoicing**

Some of your people spend hours every week manually re-inputting order information into the invoicing system, while someone else copies the invoice details back into a sales compensation spreadsheet. There's a constant backlog of invoice queries to resolve because of errors made when the orders are transferred across. Crises at month-end are becoming more frequent as the growing volume and complexity of transactions put increasing pressure on staff.

### **Incorrect customer information resulting in customer dissatisfaction**

You never know if the customer information you have is right or not. You might be wrestling with old contact information, or accidentally billing to the wrong customer address or contact. The problem is that some customer information is buried in sales spreadsheets, QuickBooks and other systems, with no way of knowing which is the most up-to-date or reliable.

### **Slow and disjointed approval processes**

Simple decisions such as expense claim approvals or routine contract signatures take days or weeks to finalize because the process depends on people passing paperwork around and matching it up to information stored in separate software applications. With no single, shared record of what stage the process has reached, staff frequently spends time hunting for lost documents or tracking down late approvals.

### **Financial consolidation simply takes ages**

It's taking longer and longer to finish cross-posting transactional data between systems. Finance staff are working late every month to finish consolidating the financial reports and even then, they're delivered far later than you need them. Managers are constantly complaining about delays in getting weekly and monthly reports — and don't get them started on those new reports they asked for last year that no one has had a chance to set up yet.

### **Sales forecasting and budgeting processes rely on too much guesswork**

You trust your instinct, but if you're honest with yourself, you recognize that you haven't got much in the way of solid data to back up your sales projections and spending budgets. It's too difficult to get historic information in the right format to do proper trend analysis, and you and your colleagues often find yourselves putting figures into spreadsheets based on guesswork because — even though you have the actual data somewhere — it's too hard to get hold of it.

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### Case Study: How Nomis Solutions Cut Its Close Time in Half

**Company:** Nomis Solutions  
**Business:** Computer Software, Finance/Insurance  
**Locations:** San Bruno, CA and London, UK  
**Switched from:** QuickBooks, Salesforce.com, spreadsheets

Nomis Solutions is a software developer specializing in pricing and profitability management solutions for the financial services industry.

**Challenge:**

Nomis Solutions was using an assortment of different applications, instances and manual processes to track operations. There were two separate instances of QuickBooks Online for its U.S. and U.K. operations, and an array of software systems, including Microsoft Excel and Project for expense, time and project management and Salesforce.com for CRM. The company had no integration between its CRM and ERP processes, leading to duplicated effort and a lack of visibility. "There was literally a big line in the sand where sales had to throw a prospect over the wall once they became a customer, and accounting had to re-create all of the information about that customer," says Kelly Wagner, Director, Nomis Solutions, "The people accessing accounting data didn't have access to the CRM system."

**Solution:**

By moving from QuickBooks and implementing NetSuite OneWorld, Nomis Solutions cut the time to close books in half. Nomis Solutions now has over 80 of its employees using NetSuite OneWorld, which keeps its North American and European operations in perfect sync. "NetSuite OneWorld's power is that it forces you to have a global chart of accounts, which is critical for a company to run effectively," he says. "We are able to consolidate any number of entities instantly, and can acquire or create new subsidiaries and bring them up to speed very quickly." Nomis Solutions now enjoys greater visibility into accounts receivable and invoicing activity, and has reduced reimbursement and procurement lead times from weeks to just days, all while keeping its international subsidiary fully integrated. Expenses can now be paid in three days instead of three weeks.

"The more time we save on routine tasks and offline spreadsheets, the greater ROI we return to our investors." he says. "By deploying NetSuite, we transition valuable resources to where it increases shareholder value. In short, the fewer back-office resources we need, the more front-office people we can afford."

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## NetSuite Integrates Business Processes and Improves Efficiency

Unlike QuickBooks, NetSuite supports all your accounting, sales and service, inventory, fulfillment and ecommerce operations in one integrated business management suite. NetSuite eliminates costly integration work to glue business processes and departments together, and you no longer need to waste time manually re-entering information between systems.

Here are just some of the business process benefits reported by businesses that run NetSuite:

- Improved productivity and fewer errors due to elimination of double entry between systems
- Accelerate cash flow because of a streamlined order-to-cash linking sales, finance and fulfillment
- Improved vendor relationships through an efficient procure-to-pay process
- No more errors resulting from old or duplicate customer information
- Accelerated financial close times.

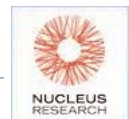
*"If you added up everything, from the customer acquisition side through the FedEx shipping integration, we have been able to take about one and a half full-time equivalents, who used to shepherd orders through all the various disparate systems we used, and refocus their efforts on more important things to help grow our business."*

—Eleanor Keare  
President  
Circle of Friends



*Fact: Customers migrating from un-integrated legacy and custom accounting systems and moving to one central accounting system with NetSuite can expect to accelerate financial close times by 20 percent. Some customers accelerated time to close by up to 50 percent.*

—Source: ROI Evaluation Report, Nucleus Research



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### **#3 You're Losing Sales Because You Can't Get Information Where It's Needed Fast Enough**

In today's online environment, customers expect to see real-time stock levels and confirm the delivery schedule at the same time they place their order — then be able to call customer services ten minutes later and ask the agent to bring up the order and add an extra line item. With desktop systems like QuickBooks, such real-time responsiveness is out of the question.

When orders were coming into a single office by phone or mail, most small businesses could get by without a fully automated system. Today, it's the expected norm to have stock levels, order status and delivery tracking all online, with customers able check on their orders from a web page and sales people expected to have all the latest information on-hand even when they're out on the road.

You can't afford to have your business creaking along when others are flying at on-demand speed. Here are some of the warning signs that having QuickBooks at the center of your business is costing you sales:

#### **Customer service fails because agents don't have up-to-date info.**

When customers call to place orders or check up on order status, they're kept on hold or have to be called back to get an answer. Instead of being on the screen in front of the sales person or service agent, the information has to be retrieved by contacting someone in another department or location. You're not hearing many direct complaints, but almost imperceptibly, your churn and abandonment figures are gently rising as customers begin to find other sources that don't waste their time like this.

#### **Stock never seems to be where customers want it.**

You're frequently running out of stock at some of your outlets while the same SKU sits on the shelves elsewhere. You're never able to pre-empt it because it takes too long to update and consolidate your point-of-sale data, and anyway, you don't have real-time access to trend analysis by SKU and outlet.

#### **Customers and vendors can't self-serve information on the website.**

You'd like to give customers the ability to look up stock, place orders and check status on the Web — and some have already asked for this capability — but you can't justify the investment of time and money it would take. In any case, your business system was never designed to operate 24x7 and you're not confident you could keep it secure against online threats.

#### **You can't easily collect and filter customer info for sales campaigns.**

Even though you're sending out regular email campaigns, sales staff has no information about responses when they're calling prospects, and conversion rates are low. You're often left with unsold inventory because you don't have time to organize a sales push or mailshot to clear the excess.

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### Case Study: How Distribution Video & Audio Broke Down Barriers with NetSuite

<b>Company:</b>	Distribution Video & Audio
<b>Business:</b>	Wholesale/Distribution; Retail; Entertainment
<b>Locations:</b>	Palm Harbor, FL, and Los Angeles, CA
<b>Switched from:</b>	QuickBooks, Excel and Mail Order

Distribution Video and Audio (DVA) is the country's largest wholesaler of closeout DVDs and other entertainment media.

#### **Challenge:**

DVA was running QuickBooks, Excel and Mail Order Manager for ecommerce. However, the fact they weren't integrated was hurting employee productivity. DVA's multi-location business demanded seamless integration between locations and channels, and the existing systems were unable to deliver the real-time inventory visibility that DVA needed. "There was a lot of confusion over purchase orders and inventory, creating too much cross-traffic and forcing us to have a person who did nothing but enter data in a spreadsheet," says Brad Kugler, CEO of DVA, "We were a \$20 million company with basically manual operations using three or four systems and Excel to manage our business — with none of it integrated. Our accountant was on our case and we knew we had to sort it out."

#### **Solution:**

Distribution Video & Audio deployed NetSuite, and gained immediate benefits in the warehouse, where managing the inventory of two locations had been problematic in the past. "We weren't able to do a company-wide physical inventory for six years, and NetSuite made it possible to finally do that using its multi-location inventory," says Kugler. With NetSuite, any salesperson at DVA now has a view of the current inventory for sale at any time instead of waiting a week for a report, and they can use saved searches in NetSuite to find the latest products. "Features like that could pay for NetSuite alone," he says. "NetSuite has eliminated all of those problems by allowing us to be a multi-channel selling company — we're a distributor, a retailer and an e-trailer thanks to NetSuite."

"We're now using NetSuite for just about everything", says Kugler, "from our inventory and ecommerce to our sales and e-mail marketing campaigns. The dashboards let me know at a moment's notice about everything from our bank balances to the profitability of each salesperson. And it can all be customized easily."

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### NetSuite Helps You Get Information in the Hands of Employees When They Need It

NetSuite's fully integrated system ensures that the same, unified and up-to-date information is available instantly to every stakeholder — all through a web browser. It creates a culture of self service and ease of doing business, and it's simply unachievable if QuickBooks is at the center of your business.

Whether it's your sales team that needs access to renewal information, or your customers that need access to their order status, or your vendors that need visibility into payment information, NetSuite's centralized web-based architecture makes it possible.

Businesses report the following benefits after they've moved from QuickBooks to NetSuite:

- Improved customer satisfaction: sales, finance and service are able to answer queries—whether order status, renewal questions, payment or service information — instantaneously through a web browser.
- Reduced stock outs because retail and ecommerce operations are operating on the same real-time set of inventory information.
- Self-service, instant access to information that enables the company to grow without growing headcount.
- Improved vendor and customer relationships thanks to 24X7 web-based customer and vendor centers that enable them to get instant access to payment and order information.

### #4 You're Doing More of Your Accounting Outside of QuickBooks Than In It!

QuickBooks was designed to automate a limited set of core accounting functions, which means that it limits how you run your operation when you want to do more or make changes. Very often, you're adapting your business to fit the application, rather than vice versa.

It's easy to run out of headroom when you need to stretch to more customers, vendors or inventory items than QuickBooks can practically handle. Greater transaction volumes and speed are key to your business's growth and success — and it's easy for QuickBooks to start showing the cracks.

When you need full audit trails, rich business planning and reporting, or automated processes, you'll find yourself having to add additional systems and band-aids. To manage growth and maximize efficiency, businesses require stronger financial controls, better SKU management and support for more complex financial processes such as recurring billing and invoicing. These are capabilities that QuickBooks simply can't provide.

*"NetSuite enables us to keep all of our information in one place and have easy access to it no matter where we are. It really lets us create a virtual business—and run it more efficiently."*

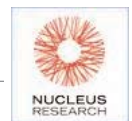
—Reed Renaudin  
CEO  
X Winery

*"Thanks to NetSuite, over the past several years we have been growing the company without growing our headcount."*

—Stephen Enfield  
CEO  
POS Supply Solutions

*The typical company deploying NetSuite increased sales productivity by 12.5 percent, and companies can expect to improve productivity by up to 20 percent.*

—Source: ROI Evaluation Report, Nucleus Research



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As a result, you find new financial systems, custom applications and spreadsheets springing up around QuickBooks, filling in the gaps that you'd expect your accounting system to take care of.

Here are some of the signals that tell you that you've reached this stage:

**Finance staff members are using several different applications to do their jobs.**

Your needs have become much more complex than when you first bought QuickBooks, and you've filled the gaps with other software packages, Excel spreadsheets or home-grown applications. They handle vital aspects of financial management, such as revenue recognition and consolidated reporting, or more mundane but equally crucial processes such as calculating employee expense reimbursements and incentive payments. Your finance staff spread their attention across as many as half a dozen different applications, and you can't help worrying about the constant risk of errors, especially when relying on the foibles of custom-built spreadsheets or software.

**It's too difficult to add new sales channels, product lines or locations.**

Staff is working overtime or having to dream up new workarounds every time there's a change in the business. Adding ecommerce or sharing inventory levels with resellers means bolting on a separate package. Processes that cry out for automation have to be done manually or from spreadsheets. QuickBooks doesn't have built-in support for everyday functions such as making simple changes across matrix SKUs, adding new sales tax rates, or handling bills of materials, kits and assemblies for manufacturing inventory. Adding a new warehouse or sales outlet means plugging in yet another batch upload that someone has to supervise.

**You can't adapt fast enough to changing business conditions.**

The lack of advanced or specialized functions is holding you back, preventing you from modernizing your operations the way you want to, and hampering your capacity to react to market opportunities and competitive threats. It's far too difficult, time-consuming and costly to implement new capabilities to support your business, such as more finely-tuned performance incentives for staff or more responsive online customer service. More specialized or vertical requirements — such as contracts and prepayments, manufacturing inventory, warehouse distribution and so on — can only be handled in external packages with limited or no integration back to QuickBooks.

*"QuickBooks was fine while we were an R&D shop, but it didn't offer the controls that were needed at the next level, selling multimillion dollar deals into large banks."*

*—Kelly Wagner  
Director  
Nomis Solutions*

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### Case Study: How US Markerboard laid the foundation for manageable growth with NetSuite

**Company:** US Markerboard  
**Business:** Wholesale/Distribution  
**Locations:** Quincy, MA  
**Switched from:** QuickBooks Enterprise

US Markerboard is the online leader in the whiteboard and communication board industry.

#### **Challenge:**

US Markerboard has enjoyed dramatic growth as collaboration and planning products have continued to register heavily on business spending agendas. "As our company evolved and we got onto the Internet, it changed our entire dynamic and we started growing out of a lot of things — one of them being our software solution," says Scott Newman, President and CEO, US Markerboard. "We started realizing that what was in a box wasn't going to do what we needed it to do."

US Markerboard found that its back-office operations could not seamlessly support the number of simultaneous users it needed, and that integration with the growing Web-based operation would prove costly and difficult with packaged software. "We didn't want a product that was going to need constant upkeep. We wanted something that would have the things we needed now, and in two years would have the things we will need available to us."

#### **Solution:**

US Markerboard adopted NetSuite to run its office supply sales and distribution business, and now enjoys the freedom and flexibility that comes with being able to manage 25,000 customers from anywhere in the world. "With NetSuite, our agents can now send customers fast estimates in HTML or PDF, and immediately have all customer information in front of them," says Scott.

US Markerboard also relied on NetSuite to support its expansion. "When we moved into our new location, we were able to handle the needs of our customers seamlessly because there were no servers to move," says Newman. "With NetSuite, we were able to have staff in both locations working to keep the company running while everything is going on in the background."

"In short, we would never have been able to do what we're doing today with QuickBooks, and we would have paid \$65,000, up-front, to build a package for ourselves, not including upkeep and maintenance."

 **Find out more: contact NetSuite Inc. at 1-877 NETSUITE or visit [www.netsuite.com](http://www.netsuite.com)**

### **NetSuite has the functionality to handle all your financial and business information needs**

NetSuite has the functional breadth to stay in tune with the needs of your business, with extensive customization and extensibility to verticals. Businesses that run NetSuite are able to work with an application that has the breadth to grow with their businesses with the following benefits:

- Comprehensive control of all financial data and processes with proven financial management that includes general ledger/accounts receivable/accounts payable, budget management, multi-currency transactions and reporting, revenue recognition, recurring revenue management, allocations and financial reporting.
- Faster financial close and reduced audit costs with better internal controls and complete audit trail.
- Better business management by using sophisticated budgeting, planning and "what-if" financial modelling.
- Improved management of different revenue streams, with recurring revenue management functionality that lets them manage billing processes for subscription — and maintenance-based revenue streams.
- Streamlined procure-to-pay processes. NetSuite provides more efficient purchasing, improves vendor management and delivers complete warehouse and inventory management.
- Stronger order and billing management processes that fast-track their order-to-cash process while improving quote accuracy, eliminating billing errors, strengthening revenue recognition processes and cash flow, and improving the speed of order fulfillment.
- Easy to customize and extend with access to a comprehensive marketplace of applications at SuiteApp.com.

#### **#5: You Spend Too Much Time Worrying About Technology Instead of Focusing on Business Results**

With each new layer of business software you add, the underlying systems infrastructure becomes more and more inflexible. Those earlier investments in underlying hardware and software are costly to maintain and yet still fail to keep pace with technology innovation.

The latest generation of on-demand business systems are built from the ground up for flexibility and agility, without the overhead of worrying about maintaining the underlying technology layer. They're designed to stay up-to-date with the state-of-the-art in business automation, giving you the tools to keep ahead of the competition and be ready to seize new opportunities as they emerge.

Here's how you'll know that you're ready to switch from Quickbooks to an on-demand service like NetSuite.

*"QuickBooks didn't allow us to produce detailed invoices, only statements. Everything was convoluted, requiring us to have multiple systems to do our accounting because we couldn't get the level of functionality we needed. With NetSuite, we can create as many custom fields as necessary in invoices or statements."*

—Nathan Porter  
Chief Operating Officer  
American Reporting

*"One of the main reasons we chose NetSuite was that it was a product we could grow into rather than grow out of. This was one growing pain I was never going to have to worry about again."*

—Scott Newman  
President and CEO  
US Markerboard

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**You keep on putting off upgrades and improvements because of the cost and disruption.**

You know that your business systems fall well short of what the organization desperately needs, but you can't face the thought of going through all the disruption and expense of upgrading them to the latest version. It's not just that the systems don't have the capacity and breadth of functionality to match where your business is at. You're also falling behind on giving employees and customers the ability to access information over the Web and from mobile devices, because you haven't got the internal skills and resources to implement and manage the technology required.

**You're constantly worrying about backups, server failures, malware and data security.**

All your financial data is concentrated in a single QuickBooks system, while ancillary information is scattered around the organization in other software or spreadsheets. You know how exposed you'd be if one of those machines suffered a serious failure — or worse still, you had a fire or other catastrophe at your premises — and you're conscious how dependent the business is on all-too-fallible backup routines.

With so much business now being done by email and Internet, you're equally concerned at the potential for malware attacks or data theft. Does your staff understand the nature of the threats out there? Are your firewalls and anti-virus software fully up-to-date with the latest threat protection? How fast could your business recover if a server went down and you needed to revert to a backup?

**The time it takes before you see a return makes you nervous of investing in new technology.**

You know from experience how much working capital you'll have to put aside to fund any major new application or technology upgrade. It can be many months before you start seeing a return, and even then you have no guarantee it'll deliver the results you expected. In these circumstances, it feels safer to keep muddling on with your existing systems and processes, even if you know they're holding you back.

**NetSuite Lets You Forget About the Technology So You Can Concentrate on Growing Your Business**

With NetSuite, you eliminate time spent worrying about running your business systems, freeing you up to focus on running and growing your business.

NetSuite's on-demand architecture removes the need to run your own on-premise IT services. Its state-of-the-art capabilities provide rapid implementation with no infrastructure overhead. Because NetSuite is a Software-as-a-Service (SaaS) application, your business is always kept up-to-date with the latest functionality and innovations — because NetSuite provides automated upgrades twice per year.

*"I took the step and dropped QuickBooks for NetSuite. Now I realize how information was holding us back and how much time was spent by using a limited program like QuickBooks. NetSuite gives access to any information needed on our business in seconds. Now we spend more time focusing on our customers and building our business. We love it! The kicker is, I don't worry about updates, backups or server equipment either."*

—Neil Levitt  
CFO  
I.D. Me Promotions

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With NetSuite there's no more need to worry about system availability because NetSuite provides a service level commitment of 99.5%, with a track record of 99.97% average availability at the time of writing.

To provide you with the utmost confidence about the security of your data, NetSuite adheres to security standards that are often prohibitively expensive for a typical business to implement with its own resources, such as PCI DSS, a rigid security standard for handling customer data, established by a council of leading security-minded firms including Visa and American Express.

After moving to NetSuite from QuickBooks, customers report the following benefits:

- 24X7 availability to their business information, with uptime they realistically couldn't achieve with QuickBooks
- Lower IT costs through the elimination of IT servers, server room maintenance, and expensive-to-run infrastructure
- Peace of mind knowing their data is automatically backed up and secured at a professional data center, adhering to best practices and standards that would be too costly to implement internally
- Improved performance as they gain access to data center resources and elastic processing power that grows with their transaction volume and users — and that would simply be too expensive to deploy in-house in creating sales compensation formulas
- Cutting-edge functionality automatically delivered twice per year through automated upgrades.



*NetSuite is fully compliant with SAS 70 Type II, EU Safe Harbor and PCI DSS to ensure compliance with industry best practices for maximizing security, privacy, safeguards and controls.*



*Fact: For most companies moving from traditional server-based enterprise applications, the annual cost of NetSuite licenses is less than the annual cost of IT personnel to support the old systems.*

*—Source: ROI Evaluation Report, Nucleus Research*



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## Conclusion

Ready to make the move? You've seen how NetSuite delivers cost savings from business process integration, real-time visibility, productivity gains, more efficient use of IT resources and so much more — and you can get started in a matter of weeks. Call 1-877-NETSUITE to find out more.

## Want to Learn More?

Find out more how NetSuite provides the power to take your finance organization from where it is, to where it needs to be with these independently authored whitepapers:

### **The Transformational CFO: Integrative SaaS and the Power to Change**

The leaders of finance are increasingly becoming leaders of their companies. This report looks at the promise and realities of what is typically called the "strategic transformation" of finance from back-office tradition to company leadership. It includes the latest research from Saugatuck Technology to identify the gaps between where finance is today, and where finance executives say they need to be. And it will look at a key means of bridging those gaps and enabling finance's transformation to leadership: the utilization of integrated finance and business management applications via Software-as-a-Service (SaaS). Download the white paper.

### **Nucleus Research: NetSuite ROI Evaluation Report**

Nucleus Research reports that NetSuite, the leading integrated web-based business software suite, can deliver a positive return on investment (ROI) in fewer than nine months by significantly automating processes, boosting sales, increasing productivity, reducing or avoiding headcount, increasing data visibility, and retiring costly legacy systems. Read more about how NetSuite business management software provides a positive return on investment to businesses. Download the white paper.

 Find out more: contact NetSuite Inc. at 1-877 NETSUITE or visit [www.netsuite.com](http://www.netsuite.com)