



# THE BUSINESS ADVANTAGE OF CLOUD-BASED SOLUTIONS

## Organisations Have New Needs and Need New Solutions

The pace of change in organisations is relentless—and is only likely to increase. New entrants are creating challenging competitive solutions and established companies are having to adopt new ways to find growth and protect themselves from the new entrants. Organisations need solutions that are easy and quick to implement, and that deliver immediate return on investment. Organisations seek flexibility—where costs align more closely with activity and enable growth.

Cloud solutions are now seen as a key source of competitive advantage. A recent survey by Frost & Sullivan showed that over 67 percent of organisations across Europe state that they have gained competitive advantage through cloud solutions. Over 55 percent have deployed cloud-based mission critical applications.

## Drivers of Adoption of Cloud

- **Customers increasingly seek an entire online experience.** This needs complete integration from order through purchase and fulfilment.
- **Customers are tired of mass produced goods.** They want to be given a choice—the ability to personalise products and services—even to design them online, expecting fast delivery.
- **Customer experience is the primary differentiator** that businesses can use to create new growth opportunities. This is enabled by real-time, integrated and well-managed data.
- **Organisations need to become more efficient and effective.** Automating customer interaction through back-office functions and being able to provide 24/7 service at low cost.
- **Organisations seek greater flexibility.** Cloud solutions are fast to implement, with cost models that are directly related to activity and size—thus enabling growth and controlling costs.

“NetSuite is absolutely one of the biggest components of our success. I don’t think we could have grown to where we are today without NetSuite.” Ecobox

The same Frost & Sullivan research reports that a staggering 75 percent of European organisations are not confident that their data is accurate, complete and timely. Over 80 percent of organisations believe that better management of data would lead to improved customer experience, better business intelligence and better decision-making.

### **NetSuite – World Leading Cloud Business Software Suite**

40,000+ have adopted this mission critical cloud solution. Oracle NetSuite Global Business Unit was originally envisaged by its founder (Evan Goldberg) as a solution designed to ‘run a business’—it was built 100 percent cloud-based, which made it unique in many ways.

NetSuite’s vision for cloud believes that:

- Every organisation is a cloud organisation.
- The power of cloud is data aggregation.
- The cloud enables entirely new capabilities.

NetSuite’s strength in business process automation is matched by the ability to customise the application to suit the needs of all types of organisation and the specific needs of any one of the 40,000+ clients. Lightspeed Technologies points out that, “NetSuite gives us a single view of the customer, rather than having customer data all over the place.”

### **Advantages of Cloud-Based Business Software**

- **Easy access to all the data** – No matter where or when, a ‘single point of truth’ of data is always available—enabling fast response to indicators and better strategic leadership.
- **Easy to expand** – The number of users can grow with the organisation—no matter where in the world and it is easy to make use of wider functionality as required.
- **Easy to implement** – By adopting the best practices used by over 40,000 clients, the solution can be implemented quickly and easily—with the advantage of introducing these global best practices.
- **Easy on expenditure** – No infrastructure costs, no expensive IT specialists, no costs to upgrade and low costs to implement. Costs are annual licence-based—avoiding carrying capital costs on the balance sheet and delivering fast return on investment.
- **Easy to access** – Can be accessed anywhere, anytime on most devices—ideal for organisations with people in multiple locations and those traveling or working offsite.

To find out more, contact NetSuite on [info@netsuite.com](mailto:info@netsuite.com)

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