



# NetSuite Small Business

## NetSuite Small Business offers the industry's first and only:

- Accounting and contact management with ecommerce
- Integrated order management

## NetSuite Small Business includes:\*

### • Contact Management

- Lead management
- Communication automation
- Sales pipeline tracking
- Quote generation
- Group calendaring and collaboration

### • Productivity Tools

- Executive Dashboard and KPIs
- File Management and Sharing
- Import/Export of Records
- Outlook and Palm Sync
- Anytime, Anywhere Web Access
- Customizable Reporting

### • Order Management

- Order processing
- Fulfillment

### • Accounting and ERP

- General ledger
- Accounts receivable
- Accounts payable
- Time and billing
- Inventory management

### • Employee Management

- Reporting
- Executive dashboard
- Employee records
- Expense reporting

### • Web Presence

- Web site and Web store
- Online vendor center
- Online customer center
- eBay Integration

\*Some features sold in add-on modules

NetSuite Small Business is the only online business application that streamlines both front- and back-office operations for growing businesses. NetSuite Small Business connects all the information you need—from lead generation to sales orders to product shipment—across your entire company. Since all data is held in a single system, you can access one real-time view of all crucial business metrics, allowing you to make smarter, faster decisions.

As a Web-based, hosted solution, NetSuite Small Business reduces your total cost of ownership (TCO). There is no software to install, no hardware to purchase and maintain, and no complex upgrades over time. NetSuite's team of IT professionals manages your maintenance, support, and upgrades at our world-class data center. As a result, you can focus on running your business, while NetSuite runs your software.

## Why NetSuite Small Business?

### Bring It All Together

With a single, integrated business application, your employees no longer have to re-enter data in different systems, rectify inconsistent or inaccurate data, or do complex system integrations. Just like your larger competitors, you can automate key business functions across all your departments, including sales, finance, purchasing, order fulfillment, and employee management at a price you can afford.

### Get an Instant Snapshot of Your Business

NetSuite Small Business is the first product to offer customizable dashboards so you can see your key business indicators right now. View what your sales are today, how many leads you had today vs. yesterday, and who your top customers are this month—all with real-time dashboards.

### Manage Your Business, not Software

As much as 90% of the cost of software is tied to managing it after it's bought. With NetSuite Small Business, there's no hardware or software to install—all of those costs are eliminated because NetSuite manages it for you at our world-class data center.

### Anywhere, Anytime

With access anywhere through an internet connection and a browser, you and your employees can manage your business virtually anywhere.

### Built for Your Business

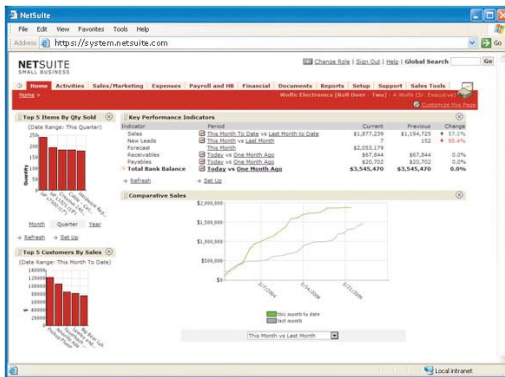
Since NetSuite Small Business is designed specifically for growing companies, it offers affordable pricing and fast implementation. In addition, NetSuite Small Business is easily configured to fit your specific needs.

# NetSuite Small Business

## REAL-TIME DASHBOARDS

### Real-Time Dashboards

The NetSuite Real-Time Dashboard provides data from all your departments, so you and your employees can spend more time analyzing and acting on data and less time gathering it. Plus, the dashboard offers highly customizable graphical reports and snapshots, enabling you to drill down into the information for deeper insight. You can access key performance indicators (KPIs), such as new leads, new orders, accounts receivable, and items to ship, anytime and anywhere. As a result, you can accelerate your business decisions and sharpen your competitive edge.



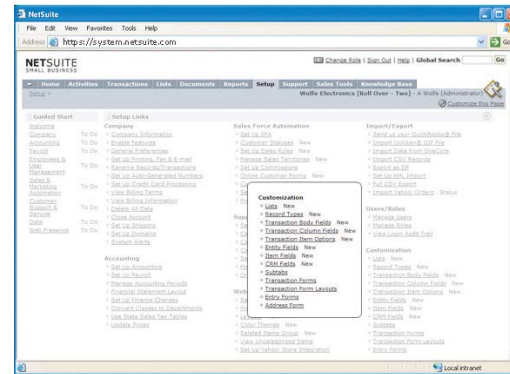
Main Dashboard

### Prepackaged Roles and Drag-and-Drop Capability

NetSuite's Real-Time Dashboard comes with 10 prepackaged roles and unique drag-and-drop capabilities, giving each employee within your company access to just the right information and tools. Whether you are the CEO, a sales executive, or a finance manager, NetSuite provides you the real-time information and tools most relevant to your job function.

### Report Drill-Through and Customization

In addition to over 75 standard reports in NetSuite, reporting tools allow you to customize reports or create them "from scratch," generate graphs, export data as CSV files, and view the reports in Microsoft Word and Excel. Addressing the needs of all your users, the Report Composer offers both a basic and advanced mode. Basic mode makes it easy for users with simpler reporting needs to generate the reports they need quickly and easily. In contrast, the advanced mode provides rich reporting flexibility; for example, users can add filters to exclude certain data or add columns to combine data.



Report Drill-Through and Customization

# NetSuite Small Business

## Sales Contact Management Feature summary list:

### • Contact Management

- Group Calendaring
- Activity and Notes Management
- Event Alerts
- E-mail Communication Management
- Spellchecker
- Outlook, Palm, and Blackberry Sync

### • Sales Force Automation

- Lead Assignment
- Dynamic and Static Grouping
- Quote Generation
- Order Management
- Purchase History Mining
- Basic Sales Process Management
- Pipeline Analysis
- "My Account" Portal for Customers

### • Productivity Tools

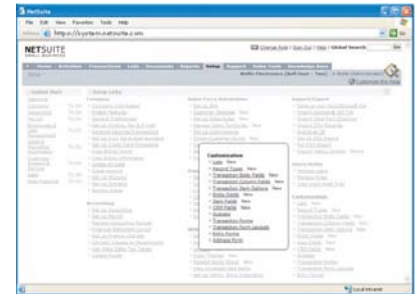
- File Management and Sharing
- Import and Export of Records
- Outlook and Palm Sync
- Anytime, Anywhere Web Access
- Executive Dashboard and Key Indicators
- Customizable Reporting

## Sales Management

NetSuite Small Business allows you to manage the entire selling process, including sales order entry, post-sale follow-up, as well as upselling opportunities. Unlike other sales management solutions, NetSuite Small Business provides complete customer purchase histories, which enable your sales representatives to serve your customers better.

### SALES MANAGEMENT FEATURES

Sales people can work with customers closely throughout the sales process: they can track leads as they become prospects, generate quotes, and finally, convert quotes into sales orders with one click of a button. In addition, sales representatives can view their standings for the month compared to other reps, enticing them to close sales for bragging rights on the "leader" board.



Sales Management Dashboard

**Contact Management:** Track all touch points with leads, prospects, and customers with complete activity and e-mail management tools. Sales activity reports allow sales management to ensure leads are being followed up in a timely manner, while e-mail to contacts, graphical group calendaring, call management and task tracking allow sales reps to maximize their weekly productivity.

**Pipeline Analysis:** Display all prospects, along with quotes, orders, and closed sales on your dashboard. Sales teams and management alike can analyze the pipeline on a monthly or quarterly basis.

**Order Management:** Sales representatives can turn sales estimates into orders with just one click. They can spend more time selling products and services, and less time shuffling papers. That's because NetSuite Small Business eliminates redundant data entry as well as related data entry errors.

**Account Management:** Armed with complete views of the customer—including a history of communications, sales, billing and shipping—you can forge better, longer-lasting relationships that can improve your bottom line. In addition, your customers have access to their accounts in a self-service portal for easy access to quotes, outstanding orders, billing history, and even to make a payment online.

**Outlook/Palm Sync:** NetSuite easily syncs with Microsoft Outlook, and with any Palm hand-held or Blackberry device, so you can keep your business contacts, tasks, and calendar information updated across various platforms.

**Import and Export of Data:** NetSuite allows you to import and export list records (such as leads) and transactions (such as orders) using CSV imports, allowing you to get started with your implementation process more quickly.

# NetSuite Small Business

## Accounting/ERP Summary:

### • Financial Management

- General Ledger, Chart of Accounts
- Accounts Receivable and Payable
- Customer Billing
- Banking, Online Banking, Bill Payment Consolidation
- Customizable Financial Reports
- Cash and Accrual-based Reporting
- Customer and Vendor Statements
- Journal Entries
- Job and Project Tracking
- Bank Reconciliation
- Check writing
- 1099's for vendors
- Easy data import

### • Order Management and Fulfillment

- Quotes, Estimates, and Sales Orders
- Real-time Order Status
- E-mail or Fax Estimates and Orders
- Cash, Credit, EFT payments
- Real-time Inventory for Online Sales
- Multiple Ship-to and Bill-to Addresses
- Sales Tax Calculation
- Bulk Order Approval
- Customer-specific Pricing
- Credit Card Authorization

### • Shipping Module

- Advanced Shipping
- Drop Shipping/Special Order
- Bulk Fulfillment and Label Printing
- Tracking Numbers Enable Complete Visibility
- Customer Center Tracking
- Address Verification
- Print FedEx Labels with Tracking Number
- Print UPS Labels with Tracking Number
- Automatic Tracking Number Capture to Transaction
- Real-time In Transit Information
- International Rates

### • Inventory Management

- Inventory Management
- Web Store Integration of Inventory
- Kit Management
- Inventory Profitability Analysis
- Automatic Notification of Reorder Points
- Multi-level Categories
- Item Code Aliases, Profiling and Grouping
- Audit Trail for Inventory Adjustments
- Stock Transfer

### • Purchasing and Vendor Management

- Requisitions
- Purchase Orders
- Receiving and Payment
- Vendor Center
- Print or E-mail Purchase Orders
- Partial Purchase Order Receipt
- Tracks Back Orders
- Automatic Replenishment of Inventory

### • Payroll and Employee Management

- Employee Records
- Payroll with Direct Deposit
- Employee Center
- Expense Reporting
- Check Printing
- Customizable Fields on Employee Records
- Updates Federal Tax Withholdings and Forms
- Updates State Withholdings and Forms
- User-defined Taxes

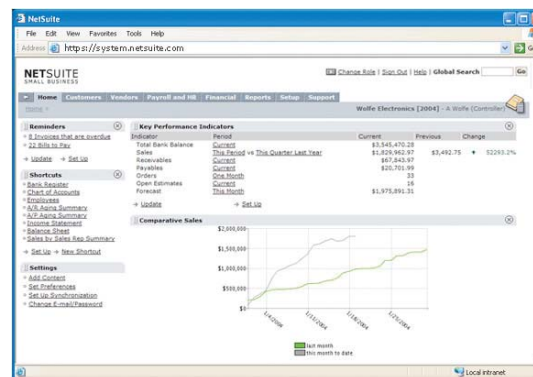
### • Time and Billing

- Time Tracking
- Customer Billing
- Job Tracking

## Accounting/ERP

### Financials

Having visibility to the key numbers and reports is critical to successfully managing your company's finances. With NetSuite Small Business, you get comprehensive financial tools that allow you to control all your financial data and processes. And since NetSuite Small Business financials are integrated with your sales, inventory, shipping, and receiving functions, you get real-time financial data that enables faster, smarter business decisions.



Financial Dashboard

### FINANCIALS FEATURES

NetSuite Small Business accounting functionality simplifies financial processes for growing businesses, offering real-time visibility into key business metrics for intelligent decision-making. With NetSuite Small Business, you'll accelerate business cycles, improve productivity and reliability, and provide higher levels of service to customers, suppliers, and partners.

#### General Ledger

General Ledger allows an unlimited number of accounts and sub-accounts, and supports account numbers as long as 15 alphanumeric characters. Plus, users can define their own accounting periods and close individual components separately. NetSuite Small Business has predefined more than 21 different charts of accounts for different industries, but you can customize them further if necessary. You can also set up as many departments and classes as you want to track. Entries automatically post to the General Ledger. Recurring journal entries can be memorized. And reversing journal entries can be scheduled for automatic posting. In addition, NetSuite Small Business continuously maintains a complete audit trail. It tracks who made the entry and when, referencing each transaction by the user login details.

#### Accounts Receivable

The trouble-free workflow of NetSuite Small Business's Accounts Receivable functionality lets you convert an estimate into a sales order with a single click, and a sales order into an invoice in another click. Accept a payment or issue a credit against an invoice in a single click-without re-entering any data. Customers can pay using one of several predefined or customized payment methods including cash, credit card, or EFT.

# NetSuite Small Business

## Accounts Payable

NetSuite Small Business's Accounts Payable allows you to manage an unlimited number of vendors as well as multiple accounts payable accounts. Rather than having to work across many screens, you can add vendors on the fly. Within Accounts Payable, you can automatically track all vendor purchases and payments. The system tracks bills and generates automatic payments for approval. It also calculates and generates sales tax payments.

For all invoices and charges, NetSuite automatically calculates sales tax, finance charges, and discounts based on customizable payment terms. Customers' charges can be rolled up into monthly statements, and all documents can be e-mailed or faxed directly from within the application. In addition, customers can view their transaction history and make payments online in their password-protected Customer Portal. Credit cards can be approved and processed online. Accounts Payable offers enormous flexibility, so that you can manage your vendors, purchase orders, bills, and liability payments efficiently.

**Customer Billing:** Create, print, or e-mail invoices to customers from NetSuite Small Business, allowing customers to pay and view these invoices online. Invoice layouts can even be customized to match your particular business requirements. In addition, you can include time service personnel spent on a customer in the invoice as a billable item as well as any expenses incurred on behalf of that customer as negotiated.

## Banking, Online Banking, and Online Bill Payment

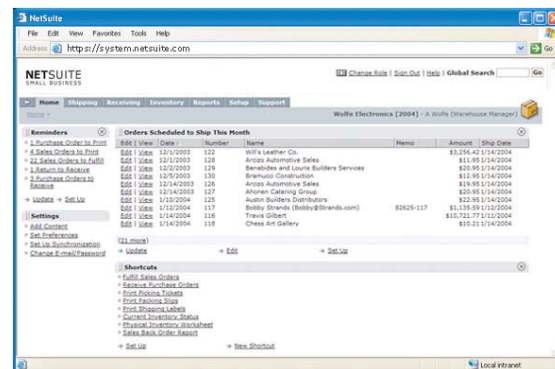
The banking features allow an unlimited number of bank accounts. You can write and print checks, or use the Online Bill Pay function to transfer funds electronically. You can also import bank statement data to reconcile it with all your accounting transaction data.

## Customizable Financial Reports

You can create and define financial reports according to the way you want to see them. By customizing the layout, content, and language, you can view just the information you need in order to make more informed decisions. Whether you need income statements, balance sheets, consolidated reports, variance reports, or side-by-side comparisons, NetSuite Small Business can help you create the right report.

## Order Management and Fulfillment

NetSuite Small Business streamlines order fulfillment, allowing sales representatives to convert estimates into orders with just one click. Once an order has been approved, you can immediately start the fulfillment process. By eliminating redundant data entry and needless paperwork, your company can fulfill orders more quickly and boost customer satisfaction.



Order Management and Fulfillment

## ORDER FULFILLMENT FEATURES

### Order Management and Fulfillment

NetSuite Small Business saves any product-focused company countless hours of work associated with data entry, organization, and fulfillment. You'll be able to convert leads to orders, orders to shipments, and shipments to revenue in short order.

NetSuite Small Business also extends into the order fulfillment processes of a warehouse. Once orders are approved, they automatically register on the dashboard of the warehouse manager for fulfillment and shipping. And once orders are fulfilled, they automatically become items to be billed.

### Real-time Order Status

Tight integration means that everyone has access to the same, up-to-date order information. Your sales representatives know when to make follow-up calls and through the customer self-service portal. Even your customers have a password-protected area that enables them to view real-time order status, accounts receivables, and outstanding balance. They can also make payments online via approved credit cards. With

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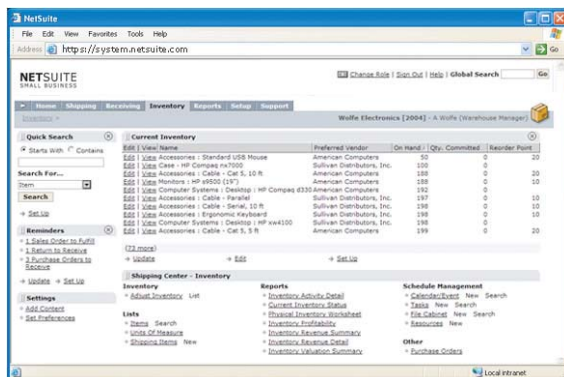
this direct interaction, you can enhance your customer relationships through high-quality self-service capabilities that also result in significantly lower operational costs.

## Customer Center Tracking

Customers can log into the self-service customer portal and view all their key information, such as order and payment history as well as shipment status. In addition to reducing the time to fulfill orders, providing your customers with this visibility will increase customer satisfaction and loyalty.

## Inventory Management

Keeping inventory costs down is crucial to competitive advantage. NetSuite Small Business helps companies slash inventory costs by providing tighter control of stock levels. And since inventory features are integrated with the sales department and Web store, your sales team and customers can view real-time inventory and pricing.



Inventory Management

## INVENTORY MANAGEMENT FEATURES

### Inventory Management

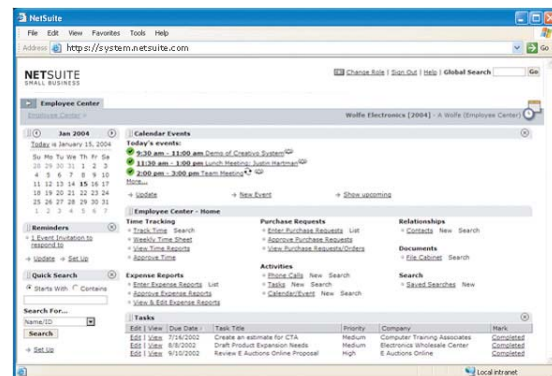
Inventory levels and costs, when combined with sales information, allow you to manage more effectively the cost of goods sold, cost of inventory holding, profit margins, as well as the amount of business capital tied up in inventory. When creating new inventory items, you can define their Web characteristics, such as pricing, captions, images, and more. Sales representatives and partners have full views into inventory levels. Plus, orders from the Web, retail, or sales organizations will automatically be reflected in inventory levels.

## Kit Management

Companies that assemble products can use the Kit Item feature to create item groups with serialized components. Once created, Kit Items can be used on transactions as an easy way to present multiple items.

## Purchasing and Vendor Management

Closer cooperation with vendors can eliminate inefficiencies. NetSuite Small Business streamlines the requisition process and extends collaboration with your vendors. NetSuite manages the entire procurement process, while also giving your vendors access to such key data as inventory reordering points and transaction histories.



Purchasing and Vendor Management

## PURCHASING AND VENDOR MANAGEMENT FEATURES

### Requisitions

With NetSuite, you create purchase requisitions with an online form that eliminates paper-based forms and their associated errors. Once completed, requisitions are automatically routed for approval. With online forwarding and notification, paper pileups and related delays are a thing of the past.

### Purchase Orders

You can create purchase orders from approved purchase requisitions, or generate them automatically once reorder points have been reached. Plus, purchase order numbers are generated automatically, which further streamlines the process.

### Receiving and Payment

Once received at your facility, items are logged into the system as having matched the original purchase order. With proper receipt and purchase order matching, your accounts payable department is notified

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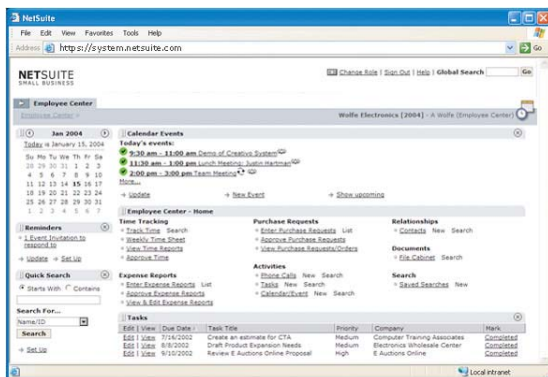
that payment should be made to the provider. Payment can then be made with a check, via online banking, or using Electronic Funds Transfer (EFT).

## Vendor Center

These days more than ever, businesses strive to be more collaborative. With the integrated Vendor Center, your company can provide your vendors with direct access to information that is relevant to your partnership, including purchase orders, accounts payable data, and other key documents.

## Employee Management and Payroll

For many companies, the payroll process is mired in paper. But with NetSuite Small Business's employee management and payroll capabilities, companies can finally eliminate redundant data entry as well as needless paper shuffling.



Employee Management and Payroll Dashboard

## EMPLOYEE MANAGEMENT AND PAYROLL FEATURES

### Employee Records

NetSuite stores all employee information in a comprehensive employee record. Each record includes employee contact information, hire date, subsequent review date, department and supervisor names, salary, withholdings, deductions, and sick and vacation day accruals. Your HR department can also store confidential files—such as performance reviews, payroll details, employment contacts, and option plans—in NetSuite's File Cabinet.

### Payroll with Direct Deposit

NetSuite Small Business payroll capabilities handle salary, hourly pay, tipped, and commissioned employee calculations. NetSuite Small Business also tracks sick and vacation time, and allows for flexible pay periods. Plus, it automatically calculates earnings and deductions (including tax-sheltered deductions such as 401Ks) by using integrated federal and state tax tables.

### Employee Center

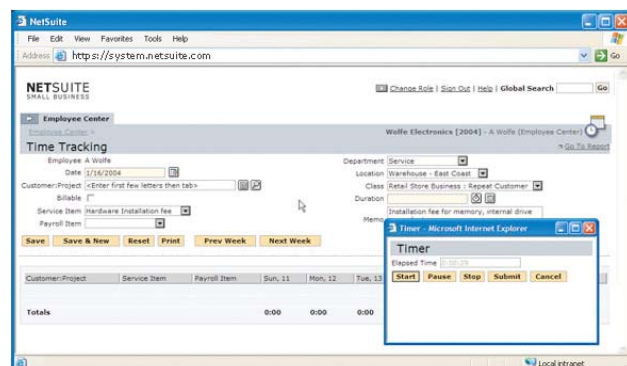
The Employee Center allows users to enter expense reports and billing items to jobs or customers—all remotely. Supervisors receive automatic alerts of reports that need approval. Also, companies can use the Employee Center to publish corporate news or messages to specific departments or individuals. Employees can also view and print their pay stubs and edit their W-4 withholding information.

### Expense Reporting

NetSuite expense reporting accelerates the process of distributing reimbursements to employees. Employees can fill out expense reports, bill items to clients or jobs, and route their reports automatically to supervisors. Supervisors, in turn, can approve the reports from their dashboards with one click of a button. Approved expense reports are reflected automatically on the next payroll run.

## Time and Billing

For many companies, streamlined time and billing results in improved cash management and a better bottom line. With NetSuite Small Business, organizations can now track and process job and customer-related expenses with just one click. Remote employees can also process billable items for quicker cash collection—anytime and anywhere.



Time and Billing Dashboard

# NetSuite Small Business

## TIME AND BILLING FEATURES

### Time Tracking

Using NetSuite Small Business, you can track time and enter reports by class, including billing rate and specific job. You can also track reimbursable and non-reimbursable time. Plus, your employees can track and bill jobs anywhere and any time.

### Customer Billing

Your employees can submit all expenses and billable hours directly to your customers. Expense reports appear on supervisors' dashboards for one-click approval. And once approved, reports appear as bills to be approved by accounting.

### Job Tracking

NetSuite Small Business lets you create jobs and link them to specific customers. You can even create sub-jobs. All job records include start dates, estimated end dates, percentage of job completed, actual end dates, as well as all income and expenses associated with each job.

# NetSuite Small Business

## Ecommerce

### Feature summary list:

#### • Database-driven Web Store

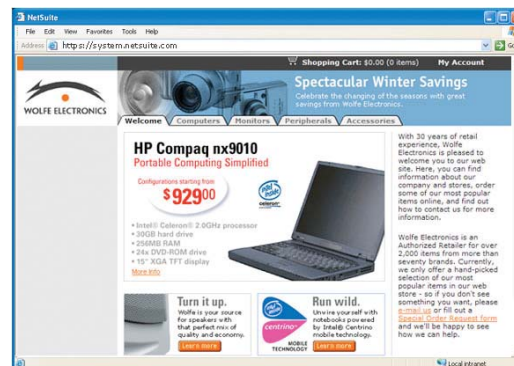
- Credit Card Processing
- Secure Shopping Cart
- Integrated Inventory
- Integrated Order Management
- FedEx Shipping
- UPS Shipping

#### • Customer and Vendor Center

- Self-Service
- Order Tracking
- Payments
- Purchase Orders

## Ecommerce

NetSuite Small Business's Ecommerce functionality lets you take your business to the Web to grow your business faster and more cost effectively with powerful Web site capabilities essential for any company doing business today. NetSuite Small Business gives you the tools to set up and manage your Web site faster and cheaper.



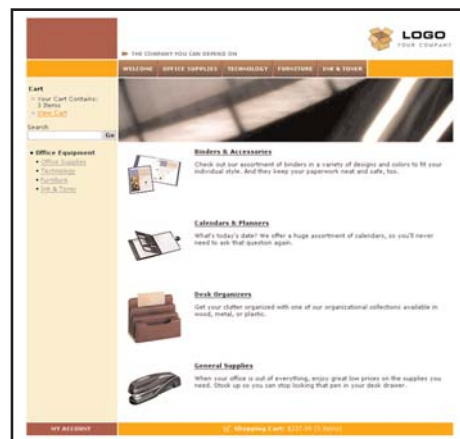
Website Dashboard

## WEB SITE AND STORE FEATURES

### Appearance Themes

Every site many custom appearance themes to choose from. The themes, all built by professional designers, allow you to change the look of your tabs, buttons and portlets. They allow you to apply custom templates to your items and your lists.

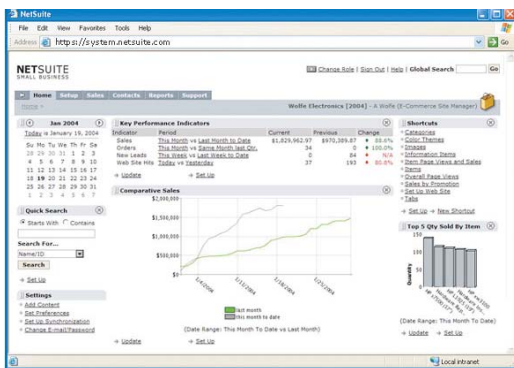
For users with NetSuite Site Builder, you can view the HTML of the templates and further customize them in any way you choose.



# NetSuite Small Business

## Integrated Web Store Tools

Today, customers demand a personalized online shopping experience. NetSuite Small Business provides Web store capabilities such as secure shopping cart functionality, integrated real-time credit card processing with multi-level fraud protection, cross-selling, and more. These capabilities help virtually any business create a dynamic and personalized online store. Integration with inventory, accounting, and sales departments enables your company to offer customers a rich Web experience—without using costly IT resources.



## End-to-End Order Management

NetSuite Small Business eliminates the manual transfer of customer orders from your Web store, saving money and reducing time to fulfillment. Orders automatically flow to your accounts receivables and warehouse departments. You can watch store orders on your real-time dashboard and have them automatically routed to the appropriate person for approval. With seamless integration with FedEx® Shipping functionality and UPS Online® Tools, customers get real-time shipping rates. NetSuite enables you to easily add a layer to your sales channels without the costs and ongoing maintenance required for traditional Web presences.

## Integrated Inventory Management

With NetSuite Small Business integrated inventory management capabilities, changes in the back office are automatically reflected in your Web store. Customers shopping on your site are able to view real-time inventory, and see if items are out of stock or if they can be back-ordered. Inventory management is easy as any changes made in the back-office will automatically reflect on your site. You can track inventory down to the sub-item level, and receive notification upon reaching re-order points.

## eBay Integration\*

The NetSuite eBay integration allows sellers to sell on eBay as easily as they sell on their own websites or with their internal sales teams. You can manage eBay activities directly from within NetSuite:

- Push products to eBay.com and eBay Stores directly from the NetSuite product catalog with the appropriate listing categorizations and pricing (Starting, Reserve and Buy It Now) to maximize visibility and placement.
- Initiate Chinese or Dutch auction-style listings while specifying scheduling, duration, promotions and much more.
- View all live listings within NetSuite, including details on how the bidding is progressing and when the listing is set to close.
- Receive orders from eBay buyers automatically once the listing closes and a sale takes place. This automatic import creates both a customer record within NetSuite along with a sales order which flows seamlessly through to the fulfillment and shipping processes.
- Automatically lower an item's available inventory when it has been sold through eBay and update the customer's purchase history, permitting future upsell and cross-sell marketing campaigns to be targeted to that customer.

\*eBay integration is presently available in the United States.

## Usability

Usability is paramount in NetSuite's design. NetSuite offers registration-free shopping, which speeds the checkout process by allowing shoppers to make purchases without going through a lengthy registration process. The site can also be tailored to focus on B2B or B2C commerce. Furthermore, you can offer customers the option of paying via credit card, or being invoiced, with all credit terms managed within the system.

## Customer Self-Service

Increase customer loyalty while reducing support costs with NetSuite Small Business integrated service tools. Customers can log in anytime to view their order histories, track packages, request refunds or view quotes.

# NetSuite Small Business

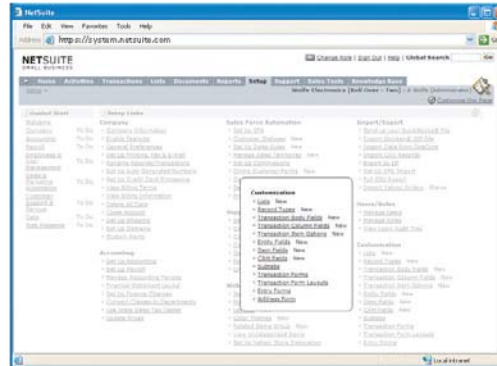
## Customization

### Feature summary list:

- Custom Forms
- Seamless Upgrades of Customization
- Account Cloning
- Custom Terminology
- Custom Tabs
- Saved Searches
- Custom Fields
- Custom Forms

## Customization

NetSuite Small Business recognizes that every business is unique. You can easily set up the application, and make it custom fit to your business or industry needs.



Customization Dashboard

## CUSTOMIZATION FEATURES

### Simple and Easy Configuration

NetSuite Small Business allows you to define how you and your employees can best use the application. Within a few clicks, you can define roles, user access, dashboard views, and important reports.

### Custom Forms

NetSuite Small Business allows you to create custom forms to fit your industry needs. And by customizing forms that display only the fields that users need, you can improve both data entry efficiency and accuracy. Customization features also offer flexibility in naming fields, tab structure, printing options, and more.

### Seamless Upgrades of Customization

NetSuite Small Business is designed to carry all of your customization forward with every upgrade. Unlike other software, NetSuite Small Business prevents the need for costly and painful retrofitting.