

## Key Functions of NetSuite's Integrated Business Management Suite

From its inception, NetSuite set out to solve problems in not just one application area, but to provide a better way to run the most important processes in a business. With NetSuite, integration is inherent in the product. All enterprise functions are wrapped up in a single database, application and version of code. Key functions covered by NetSuite include:

- Accounting and operations:** Financials are the backbone of any company and a well-designed system will ensure that your back-office processes tie with one another. NetSuite includes financials, fulfillment, purchasing, inventory, time and billing, HR and more. Integration between these functions helps to drive efficient processes from order to cash through to procure to pay. Integrating these key processes across the entire customer cycle is especially important for SMB companies that must ensure that they have enough cash flow on a monthly basis.
- CRM:** Having a complete view of your customer is more critical than ever in this era of heightened customer expectations. NetSuite unifies sales force automation, marketing automation, customer support, opportunity management and renewal and upsell management systems. This allows your reps to see across the entire customer experience and transaction history.
- Ecommerce:** NetSuite provides a platform for any business to create a customized online store. If your business plans to sell on the web or uses online registration forms or customer self-service, integration with inventory, accounting, sales and support is critical to support efficient business growth, and NetSuite provides this integration.
- Business intelligence:** Operational, tactical, and strategic intelligence needs to be delivered in real-time from a single system of record—consolidated and rationalized with no need for a data warehouse. NetSuite provides dashboards and preconfigured key performance indicators but also enables companies to customize their own analytics capabilities. The result is business intelligence that can be created, managed, and used by anyone at every level of the organization to make better, faster decisions.
- Business process management:** For rapidly growing companies, creating, streamlining and altering business processes is an important part of continuing the momentum. NetSuite provides a consistent platform to customize and automate business processes and workflows across finance, marketing, sales, service and more. Organizations can respond to change more rapidly by adjusting business processes and approval chains based on the needs of the business or organizational change.

