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CRM Systems

Product Review: NetSuite Version 10.0

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By Pam Baker
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NetSuite 10.0 is a single system that integrates all functions from front-office activities, such as customer and sales and marketing, to back-office operations accounting, employee management and order processing.

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When it comes to CRM requisitions, many companies today are struggling with upgrade, extension, and integration decisions. But what if you are starting from scratch?

"If starting a business today, NetSuite 10.0 would be your pick," Laurie Mc president of Small and Medium Business Solutions, AMI Partners, told NewsFactor.

Key Differentiators

As packaged deals go on the on-demand CRM front, NetSuite 10.0 is the market leader.

"NetSuite is one-stop shopping; no piece-meal approach is needed. And, it works," Yankee Group analyst Sheryl Kingstone told NewsFactor.

It also is changing the industry.

"NetSuite 10 is the first hosted offering that really looks at ways to optimize not just process transactions," Erin Kinikin, vice president, Forrester Research told NewsFactor. "Using past purchases to suggest cross-sell offers or fulfillment helps companies take CRM and enterprise apps to the next level."

On the Down Side

But no one CRM system, hosted or otherwise, is the cure-all.

"With NetSuite you may sacrifice some CRM functionality. It may not have

feature out there, but the full brass of integrated business operations far o extra bells and whistles," says McCabe.

Front to Back

NetSuite's concept is a single system that integrates all business functions office activities, such as [customer service](#) and sales and marketing, to back operations, like accounting, employee management and order processing.

"Instead of stand-alone software packages, NetSuite manages operations 1 sale, to cash, to support -- and even to e-commerce, without heavy upfror Stephen Wolfe, senior vice president at NetSuite, told NewsFactor.

It is the full integration and streamlined functions that are so attractive an product so uniquely effective, say analysts.

"Front-office applications are 'good-enough' for small and medium busines: [NetSuite 10] is very good for e-commerce-centric unified data models," s

Product Highlights

NetSuite 10.0, launched just this past August, offers a number of interesti significant features. Some of the more eye-catching include automated up-sell heuristics; advanced forecasting; an escalation rules engine for problei streamlined case creation, numbering and tracking; offline sales access; di detection and enhanced merging capabilities; cross-field spell-checking toc comprehensive Web-site activity tracking.

The advanced forecasting is unique in that it allows sales reps and manage categorize leads and opportunities in "worse case, best guess and upside" allow more complete tracking. A management editing tool allows the forec: edited if a sales rep is being too optimistic -- or too pessimistic -- so that t is more accurate for management needs.

Up-sell and assisted sales tools are also a major plus. Companies can not c mine their existing customer base for up-sell and cross-sell opportunities, l automated recommendations to an order or quote on a per-customer basis click.

"Amazing things happen when companies move from fragmented silos of c information to one system that provides a single view of all customer inter NetSuite's CEO Zach Nelson told NewsFactor.

NetSuite 10.0 Pricing

Entry-level pricing for NetSuite 10.0 is US\$99 per user per month. NetSui Manager is included, but NetCommerce Analytics is sold as an add-on mod \$199 per month.

The NetSuite Small Business editions start at \$49 per user per month.

The Deciding Factor

Analysts recommend companies try products before committing to any ver

"It's much easier to trial on-demand products than packaged software. Na
choices to two or three, and then pilot each for 10 days or so and see how
says McCabe.

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