



NetSuite CRM

NetSuite CRM offers the industry's first and only:

- Built-in, Customizable Dashboards
- SuiteAnalytics business intelligence
- SuiteFlex customization and extension

NetSuite CRM functionality includes:

- Sales Force Automation
- Contact Management
- Marketing Automation
- Customer Service and Support
- Reporting and Analysis
- Complete Customization and Configuration

Traditional CRM with More Power, and More Ease

NetSuite CRM gives your company all the Customer Relationship Management capabilities you'll need to manage the sales and customer management process, with greater power and ease than other CRM solutions. NetSuite CRM includes the foundations of CRM: Sales Force Automation, Marketing Automation, and Customer Support & Service. NetSuite fortifies these capabilities with award-winning dashboards, customization and Web services through SuiteFlex, in-system high volume marketing campaigns, advanced forecasting, contact management, and opportunity management.

NetSuite CRM offers all the capabilities found in salesforce.com Enterprise Edition, Siebel CRM OnDemand, and Microsoft CRM, but makes them more powerful, and makes product fulfillment, service delivery and accounting ties easier with superior order integration.

Why NetSuite CRM?

Seamless Lifecycle Management

Manage the complete customer acquisition lifecycle from campaign to lead to opportunity. NetSuite CRM provides prospects with their choice of interaction channel including in-person, on the phone, and e-mail. NetSuite CRM seamlessly integrates every interaction in real-time for a single view of the prospect.

A Single, Real-time View of the Prospect

One common prospect record provides lead source, opportunity status, and support cases, giving you clear lines of visibility throughout the process. Plus, an always on audit trail enables tracking of all phone, e-mail, and in-person interactions with your prospects giving everyone real-time access from anywhere.

The Best-rated Opportunity Management and Forecasting in the Industry

Central to CRM systems are opportunity management and forecasting, and NetSuite CRM truly excels in these areas. In fact, a leading analyst firm recently rated NetSuite CRM as #1 in a host of functional areas among web-based Sales Force Automation solutions:

- #1 in Opportunity Management
- #1 in Forecasting
- #1 in Sales Management
- #1 in Dashboards
- #1 in Product Catalog
- #1 in Activity Management
- #1 in Document Management

NetSuite CRM

Strategic Marketing

Lead generation is the life blood of small and midsize businesses. That's why NetSuite CRM gives you complete campaign management tools, a customizable offer list that enables users to set up, select and track offers tied to campaign events in-system, and high volume, in-system email campaigns. To further strengthen your campaigns, you can design promotional discounts and track them via promotional codes. Once a campaign is fielded, NetSuite CRM lets you manage lead entry and routing as well as conduct lead source analysis.

Sales Force Automation

With one real-time view of the lead, NetSuite CRM's sales force automation lets you capture leads, convert them into opportunities, and drive them toward close more easily. Automated lead processing and territory management ensure the right sales reps get the right leads. As leads become opportunities, contact and pipeline management coupled with integrated sales tools drive successful deals. With industry leading forecasting and quota management, you'll be able to predict and track your success across your sales organization more accurately.

Customer Support with Visibility

NetSuite CRM lets you create, escalate, manage, and resolve customer support cases across your communication channels, including in-person, phone, fax, and e-mail. You can even use case capture forms anywhere on your Web site. Your customer support representatives can view the entire customer record, including service, and interaction histories. Customer support managers can define automatic case-assignment rules based on any case criteria. The NetAnswers Knowledge Base provides prospects with self-service support information organized into different levels of topics and solutions.

Customize and Extend NetSuite CRM with NetFlex

NetSuite's NetFlex technology platform customizes and extends NetSuite CRM to meet your specific company and industry requirements for personalization, business processes and best practices. And with NetFlex AppBuilder, you can build entire applications hosted within NetSuite.

Manage Your Business, Not Your Software

Built from the ground up for growing and midsize enterprises, NetSuite CRM offers affordable pricing, accelerated implementation, and comprehensive support packages that yield unbeatable total cost of ownership.

NetSuite CRM

Real-Time Dashboards

Real-Time Dashboards

The NetSuite CRM Real-Time Dashboard provides data from all your departments, so your executives and 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 outstanding forecast, new orders, support cases, accounts receivable, and items to ship, anytime and anywhere. As a result, you can accelerate your business decisions and sharpen your competitive edge.

Prepackaged Roles and Drag-and-Drop Capability

NetSuite CRM's Real-Time Dashboard comes with 15 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, Finance Manager, Support Manager or Advertising Assistant, NetSuite provides you the real-time information and tools most relevant to your job function.

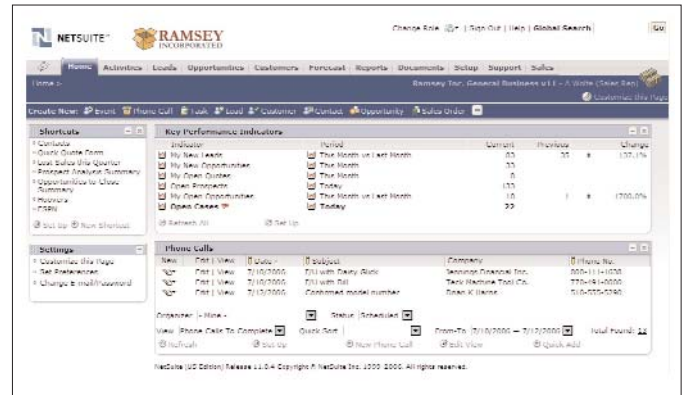
Report Drill-Through and Customization

In addition to over 100 standard reports in NetSuite CRM, our 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.

NetSuite CRM also supports robust business intelligence by incorporating Advanced Analytics. This feature enables users to mine database data directly through ODBC tools and use their choice of business intelligence packages, such as Business Objects.

Languages

NetSuite supports your multi-national company. NetSuite is available in English, French, German, Spanish, Traditional Chinese, Simplified Chinese, Russian, and Japanese.



SuiteFlex: Your Business, Your Suite

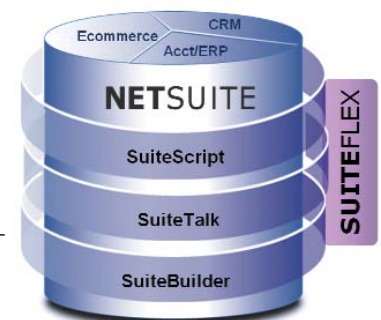
SuiteFlex is the technology platform for customization, verticalization, and business process management within NetSuite. SuiteFlex gives customers, partners and developers all the tools they need to easily customize all aspects of NetSuite.

You Can Tailor NetSuite to Meet Your Exact Business Requirements

- Personalize roles to optimize individual and team productivity
- Customize end-to-end business processes to your precise company and industry requirements
- Build the new functionality, workflows and processes your business demands
- Connect to legacy and third party applications and content providers

SuiteFlex combines three tools for customization, verticalization, and business process management:

- **SuiteScript:** Build new functions, processes, and entire applications and host them in NetSuite.
- **SuiteTalk:** Seamlessly extend NetSuite to legacy systems and third-party vertical applications.
- **SuiteBuilder:** Personalize and configure NetSuite with easy-to-use, point-and-click tools.



NetSuite CRM

SuiteFlex Benefits

- **Unlimited Customization.** No more settling for a “one size fits all” hosted application solution. SuiteFlex transforms NetSuite into your company’s software, complete with your terminology, your functions and business processes.
- **Easy Verticalization.** Verticalization to your industry-specific needs has never been easier.
- **Customizations Don’t Break.** Customizations and extensions carry forward seamlessly with upgrades, making maintenance nightmares a thing of the past.
- **Open.** Standards-based Web Services make it simpler to extend NetSuite to other systems, vertical solutions, and third party add-on capabilities.
- **Reliable.** Applications you build using SuiteFlex are hosted within NetSuite—which comes complete with a 99.5% uptime guarantee, robust Oracle & J2EE architecture and world-class security infrastructure.

No On-Demand Application Service Is More Customizable or Extensible

SuiteFlex makes NetSuite the world’s most customizable and extensible on-demand application service, delivering unique capabilities not found in any other on-demand solution.

- SuiteBuilder overcomes the hurdles of customization, allowing users to focus on “Click Not Code.” Configuration capability is point and click enabled for everything from simple database field additions to form customization to complex, data object manipulations.
- Many-to-many data relationships between both standard and custom records and objects give you complete flexibility in managing additional mission critical data.
- Customize, automate or create new business processes that fit your needs using SuiteScript.
- SuiteTalk extends and integrates your NetSuite application while maintaining full data integrity and enforcing application logic.
- In depth support for Accounting/ERP and CRM objects using uniform APIs makes it easy to reuse your integration tools and resources across distinct business functions.
- Suitelets, the latest addition to the SuiteScript family, encompasses all previous customization and scripting functionality into a new set of APIs, giving you an unprecedented platform to invent and deploy new applications hosted by NetSuite.
- Use Suitelets to create and blend custom user interfaces with NetSuite core and custom objects to create web pages or backend processes on the fly.

- Custom color themes, company logo placement and custom terminology allow NetSuite to be stamped with your corporate brand and help personalize NetSuite to your business and industry.

High-End Customization without the Headaches

NetSuite addresses a major shortcoming of traditional application customization by automatically carrying forward customizations with each new release. Most mid-market or enterprise products are highly customizable—but at a high cost. The customization typically requires significant consulting resources since many of the systems’ customizations must be made via product-specific programming language.

Customization of these systems is typically complex to install and even more complex to upgrade. The bane of customizations has long been the requirement for specialized migration and maintenance, thus making any upgrade an expensive time and resource-consuming drudgery. Consequently, companies all too often postpone upgrades as long as possible, or even to make the decision to switch to alternate products or platforms rather than upgrade.

NetSuite’s approach extracts the data and metadata for customizations from built-in functionality. This enables companies to have seamless customization migrations handled by NetSuite so you can carry forward your changes with the latest capabilities of NetSuite—without cost, and headache free.

SuiteAnalytics

Real-time, Actionable Business Intelligence—Without the Data Warehouse

SuiteAnalytics gives growing and midsize businesses built-in business intelligence—combining power and ease for smarter, faster decision making. NetSuite delivers operational, tactical, and strategic intelligence in real-time from a single system of record, negating the need for a complex, expensive data warehouse. Best of all, SuiteAnalytics is included in all NetSuite software-as-a-service (SaaS) offerings at no charge, delivering powerful business analysis that is easy enough for any executive, line-level manager or individual user to leverage.

One System—Built-in Business Intelligence

- NetSuite acts as a repository for the core business data of a company, acting as a de-facto data warehouse.
- SuiteAnalytics tools enable employees at all levels to mine data and turn it into knowledge with pre-built Key Performance Indicators, simple saved searches, and now Excel Spreadsheet-like embedded formulas.

NetSuite CRM

- Unlike data warehouses, the analytics are presented in real-time on users' dashboards, giving them up-to-the-second information to better do their job and manage their operations.
- SuiteAnalytics give business intelligence to everyone matching the appropriate power with the role and sophistication of each user.
- SuiteAnalytics lets users embed Excel-like formulas in any NetSuite Performance Scorecard or saved-search report.
- Standard and easily customizable tools meet your exact BI needs for your employees, teams, the business and your industry.

Powerful Business Intelligence, Usable by Mere Mortals

Dashboards—Operational Intelligence

NetSuite Dashboards with Key Performance Indicators (KPIs), Performance Scorecards, Trend Graphs, graphical Report Snapshots and KPI Meters drive individual productivity by providing all employees in the company with the real-time intelligence they need to make day-to-day decisions smarter and faster.

Reporting — Tactical Intelligence

Standard Reports, Custom Built Reports, and point-and-click Search-as-Analysis tools give users clearly defined focus areas as well as tactical decision support on a periodic or as-needed basis. NetSuite's wizard-driven, WYSIWIG (what you see is what you get) graphical Report Builder to makes it simple to create and manipulate reports to exact business requirements.

Third Party Business Intelligence — Strategic Intelligence

For more complex, forward-thinking business planning or industry-driven reporting needs, Open Database Connectivity (ODBC) lets companies link to their choice of business intelligence package* such as Business Objects, Cognos,, and the like. The NetSuite advantage is that the third party Business Intelligence (BI) package can draw data from a single data repository for consolidated, rationalized analytics resulting in business intelligence you can use with greater confidence.

SuiteAnalytics Benefits

- Real time, actionable business intelligence out of the box
- Consolidated, rationalized data without the data warehouse
- Smarter decisions faster with intelligence you can trust
- Standard and custom-built intelligence tools appropriate for a wide variety of business information users
- Business intelligence that's usable and manageable by mere mortals

NetSuite CRM

CRM Summary:*

• Sales Force Automation

- Territory Tracking and Assignment
- Lead Routing
- Opportunity Management
- Competitor Tracking
- Forecast and Quota Management
- Offline Sales Client

• Marketing Automation

- Online Lead Forms
- Referral and Promotion Code Tracking
- Automatic Campaign Tracking and Analysis
- Lead Source Management
- E-mail Campaign Management
- Upsell/Cross-sell Wizard

• Project/Job Tracking

• Customer Support and Service

- Case Assignment
- Case Capture from Web Site
- Auto-Escalation and Notification
- E-mail Capture and Intelligent Routing
- Case Tracking by Products and Services
- NetAnswers Knowledge Base
- Online Customer Center (Self-Service)
- Time Tracking by Case

• Productivity Tools

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

*Some features are sold in add-on modules.

Customer Relationship Management

With NetSuite CRM, all your customer touch points—from campaign to contact to quote, to care—are streamlined within one system. This level of integration allows your marketing team to create and deliver the most effective programs; your sales team to focus on selling; and your service team to offer world-class customer support.

Lead to Opportunity Process Flow

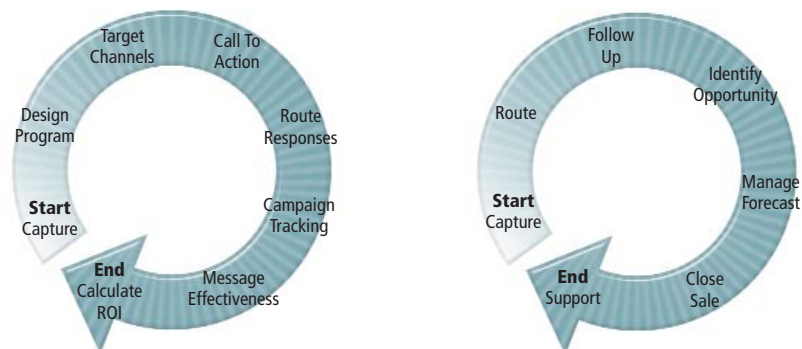
In addition, your sales group can follow up with those customers who are responding to the marketing campaign. Sales people can work with customers closely throughout the sales process: they can track leads as they become opportunities and generate quotes.

And when a new prospect has questions, your service team will have full visibility into all their interactions as well as the terms of service. As a result, service representatives can deliver the best possible service to each unique prospect.

SALES FORCE AUTOMATION FEATURE HIGHLIGHTS

Automated Lead Processing and Territory Management

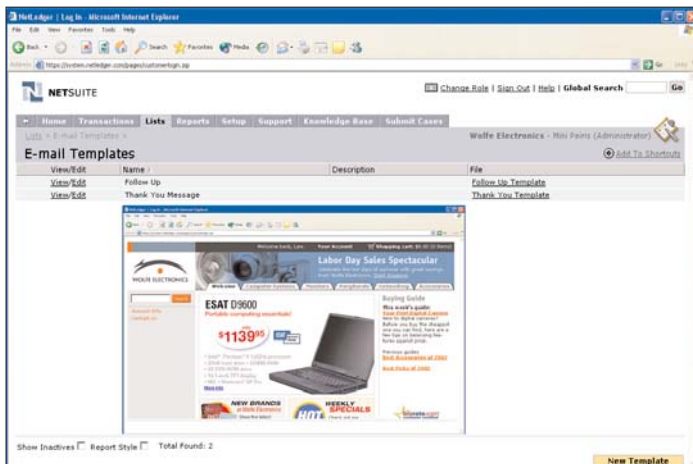
NetSuite CRM's sales force automation (SFA) capabilities allow you to manage your leads and prospects from the first capture to the quote. Leads can be captured automatically from your Web site via online forms, imported from purchased lists, or entered manually. New leads can be automatically routed to sales representatives based on territory rules that you define, which means no more lag time in following up with prospective customers. Territories can be based on any criteria, such as geography, product or service area of interest, size of company, or decision timing. As sales people follow up with leads, activity reports provide productivity analysis of all interactions, including phone calls, tasks, meetings, and notes.



NetSuite CRM

Integrated Mail Merge Capabilities and Communication Management

NetSuite CRM integrates with Microsoft® Word, allowing you to write letters, print envelopes, and create address labels. Mail merge capabilities also allow you to send e-mail and faxes more easily. You can also use templates that standardize customer communications across your marketing, sales and support organizations. You can run mail merge in batch to a group, an individual company, or a single contact. NetSuite CRM records the entire process in historical notes, giving everyone access to reliable, accurate information. In addition, any reply to an e-mail communication sent from NetSuite CRM will be automatically recorded, saving your employees considerable time and effort.



E-mail Template

Opportunity and Pipeline Management

As leads become opportunities, your sales representatives must manage the details of each potential sale while it's still in the pipeline. Armed with information such as key contacts, a record of previous meetings, and which products and services are most suitable for a given customer, sales representatives can determine how likely the deal is to close. They can then assign different priorities to different deals, which facilitate accurate sales forecasting. In addition, customizable status and probability lists allow you to implement sales processes tailored to your business. This level of flexibility, combined with the powerful customization capabilities of NetFlex allow any sales methodology—such as Miller Heiman or Solution Selling—to be implemented more effectively.

Sales representatives can work with opportunities in a list view, or with a detailed opportunity record. The list view allows for flexible filtering, so individual representatives can analyze the opportunities based on their status, and sales managers can view all the deals their team is assembling. The detailed opportunity record contains all the crucial information sales representatives and managers need: status, potential revenue, key contacts, notes, and related documents. And when a prospect is ready to purchase, your sales people can convert opportunities into quotes.

Making the Sale

Most CRM solutions let you manage your opportunities. But when it comes time to generate a quote, many such solutions force you to use a completely disparate order entry, or Accounting/ERP, system. With NetSuite CRM, quote creation is fully automated so that sales representatives can easily access all the discounting and customer-specific pricing rules that typically live in the Accounting/ERP system. Generating a quote in-system and made simpler.

Standard & Advanced Forecasting

Forecast Master displays all opportunities and quotes including such key information as the projected amount, probability of close, and weighted amount for each of these transactions. This feature allows sales representatives and managers alike to view their forecasts on a monthly or quarterly basis, and even to make adjustments if needed. Forecast Master also provides sales teams with the means to generate two types of forecasts to represent how the sales team is doing: a calculated forecast based on the sales transactions in the system, and an override forecast, which is the sales amount sales reps' predict for themselves. As a result, you can be certain of an accurate and reliable sales forecast.

You can also take advantage of advanced forecasting capabilities. These features extend NetSuite CRM industry leadership in forecasting functionality by being the first to allow businesses to check and balance their forecast using two key metrics:

- 1 A "calculated forecast" that uses a rep's actual opportunities and quotes as the basis for the calculation. Using actual quotes and estimates to derive the forecast gives managers and reps better visibility into the exact dollar value and probability of a deal closing.
- 2 A "mood ring" forecast that allows reps to submit what they "believe" they will sell, without tying the forecast to specific opportunities. This mood ring forecast applies to each management level, allowing sales managers to override the forecast as entered by the rep based on their knowledge of the reps forecasting habits.

NetSuite CRM

Both forecast projections are presented in a single dashboard view called the Sales Management portlet. The Sales Management portlet delivers the calculated, best guess override and actual projections in a hierarchical view of the sales organization that can be expanded to show details down to individual reps or can be rolled up for summary views of each sales team, by manager.

The screenshot displays the 'Forecast' portlet in NetSuite CRM. It includes a navigation bar with 'Home', 'Activities', 'Transactions', 'Info', 'Reports', 'Documents', 'Setup', and 'Support'. Below the navigation, there are several data fields for 'Forecast' and 'Opportunities' with values like '442,000.00' and '49,233.00'. A table below shows a list of sales opportunities with columns for Opportunity ID, Status, Customer, Rep, Status, Est. Close Date, Item Total, Total Sales, Book Value, and Update.

Opportunity ID	Status	Customer	Rep	Status	Est. Close Date	Item Total	Total Sales	Book Value	Update
3237.00	Qualified	11899 - Ottomans	Sandy King	In Discussion	6/9/2004	5100.00	5100.00	5100.00	5100.00
3237.00	Qualified	11899 - Ottomans	Sandy King	In Discussion	6/9/2004	5100.00	5100.00	5100.00	5100.00

Advanced Forecasting

Quota Management

Quota Management features allow sales managers to set goals for sales representatives. When coupled with the forecasting capabilities, these tools help sales representatives compare their performance levels to set goals. Furthermore, quotas can be assigned based on the sales representative or the type of sale. For instance, you could assign an overall departmental quota to inside sales, outside sales, and channel sales. Or, you could assign quotas based on new business versus repeat business.

Offline Sales Client

Can't find an internet connection while traveling? With the Offline Client in NetSuite CRM, sales reps can still stay productive, performing your normal pre-call and post-call follow up activities and then synchronizing those changes once you get back to the hotel or office.

Users can access and update their leads, prospects, customers, and contacts and can create new ones. Opportunity management is available within the Offline Client, allowing sales users to edit the details of an opportunity such as status, probability, projected amount, expected close, and detail notes. You can view estimates (quotes), and closed transactions (orders, invoices) within tabs on the main opportunity record. The Offline Client includes a complete graphical calendar and Activities Dashboard, including task and phone call lists, quick add portlets, and search support. You can create new, edit existing and delete phone calls, tasks, and events just as with the online version.

In addition, version updates are handled seamlessly via synchronization. When the online application has a new version, the offline user will be prompted at time of synchronization to upgrade their offline client, so there's no messy database recreation or CDs to ship out as with many Windows-based offline or remote access systems.

MARKETING AUTOMATION FEATURE HIGHLIGHTS

Lead Management and Lead Source Analysis

NetSuite CRM has multiple avenues for lead entry, including online forms that allow you to capture leads directly from your Web site; CSV and XML import capabilities with duplicate detection for inputting purchased lists; and manual entry by sales representatives for cold calling and referrals. You can use the easy click-to-customize capabilities of NetSuite CRM to tailor your lead qualification and scoring methods to your business. Plus, the source of each lead can be tracked both at the lead and opportunity level. Lead management capabilities, combined with the integration of customer purchases, allow you to analyze all your marketing efforts for lead conversion rates and ROI assessment.

Marketing Campaign Management

NetSuite CRM fully automates, tracks, and reports on your marketing efforts. Marketing campaigns, such as e-mail, direct mail, or print activity can be managed, tracked, and analyzed centrally. Once a campaign has been executed, NetSuite CRM tracks ROI from start to the finish of a program, providing accurate and up-to-the-minute success metrics. Moreover, you can easily set up and manage multi-channel campaigns, or track the cost and expected revenue per campaign.

Campaign Offer List

A customizable offer list enables users to track the offer tied to a campaign event. Users can set up the offers they are promoting through campaigns with the campaign offer list and select the appropriate offer when they create the campaign event. To track the effectiveness of particular offers, users can simply customize the marketing reports to filter campaign events to specific offers, such as newsletters, item promotion, etc. The offer list provides marketing users with additional information to monitor and track marketing campaign events.

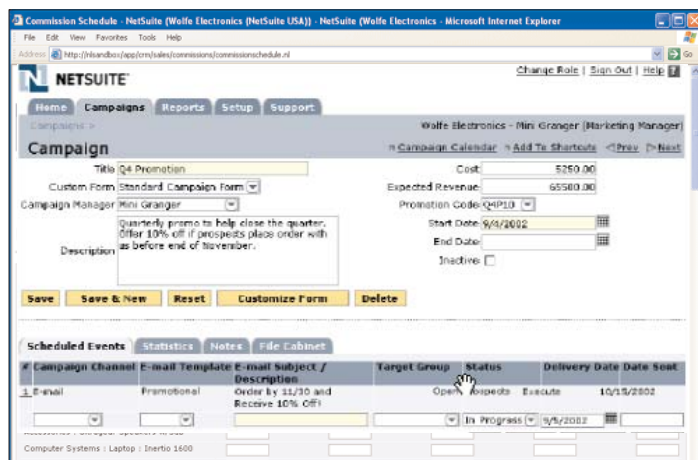
NetSuite CRM

Promotion and Discount Tracking

To further strengthen your campaigns, you can design promotional discounts and track them via promotional codes. These promotions can be set up in any number of ways: as one-time use, percent-based, dollar discount, or with a set expiration date. You can drive recipients of the campaign to an online form, your Web store, or your call center. No matter how customers respond, the promotional code can be used in the sales transaction, giving them the discounted price and allowing you to track ROI for that campaign.

E-mail Marketing

NetSuite CRM provides complete e-mail campaign management, from target segment creation to creative development and campaign execution and analysis. You can personalize e-mail templates with customer names or targeted product offerings. Target segments can be created based on actual customer purchase activity, giving you a platform for true one-to-one marketing. And your e-mail campaigns can be linked with online capture forms, further automating your marketing efforts. Throughout a campaign, NetSuite CRM tracks ROI metrics, providing accurate and up-to-the-minute data so you know exactly who received, read, and purchased products during a given e-mail campaign.



Campaign

CUSTOMER SUPPORT MANAGEMENT FEATURE HIGHLIGHTS

Case Management and Routing

NetSuite CRM provides you with the ability to create, escalate, manage, and resolve customer support cases across your communication channels, including phone, fax, and Web. Your customer support representatives view the entire customer record, including sales, service, and accounting histories. In addition, customer support managers can define automatic case-assignment rules based on any case criteria. For example, cases can be routed based on product, issue, case type, partner, or customer, so that handling queues or customer priorities is easy and efficient.

Case Escalation Business Rules

Almost all support and service organizations have defined escalation processes to be followed to meet the contracted service levels for customer support and service. Case escalation rules provide the ability to automate these real-world processes. Rules can be set up to escalate all or specific types of cases if they are not resolved within defined time periods, and multiple escalation levels can be defined. Interested parties such as managers, account managers, or others can also be notified at pre-defined escalation points so they are in the loop on potential issues and can take appropriate action. Escalation rules can be set to trigger when certain conditions occur and can be rolled up to form an escalation territory, creating complex tiered escalation patterns. The escalation path can be defined: who needs to be notified and when, also taking into account preferred methods of escalation notifications. Users also now have visibility to escalated cases in new reports and new Key Performance Indicators (KPIs) so analyzing the performance of your customer support and service groups is as simple as a few clicks on your real-time dashboard.

NetAnswers Knowledge Base

The NetAnswers Knowledge Base organizes information into different levels of topics and solutions. NetAnswers is perfect for organizing your frequently asked questions and answers, standard problems and resolutions, and known issues or special tips. NetAnswers allows support representatives to resolve customer inquiries via e-mail or phone more quickly, thereby reducing the learning curve when bringing on new service representatives. In addition, you can publish either portions of this database, or all of NetAnswers, to your customers and partners, giving them a 24/7 self-service option at a much lower cost than staffing your phone lines.

NetSuite CRM

Online Case Capture Forms and Self-Service

You can use case capture forms anywhere on your Web site, including the online Customer Center. Case capture forms allow your customers to enter trouble tickets by logging onto your site, rather than calling or e-mailing you. In addition, the Customer Center provides a password-protected area where your customers have several other self-service options. For instance, they can access the knowledge base you've published, track the shipping status of their orders, place new orders, or enter requests for merchandise return. They can also update their customer profile and view their billing history, taking advantage of a cost-effective service option that is available around the clock.



E-mail Case Capture and Intelligent Routing

NetSuite CRM provides unprecedented ease of use in reporting issues to customer support/service or even being able to contact other departments. You can have a case created by simply sending an e-mail to a designated e-mail address-this way your customers do not need to waste precious time waiting to talk to a representative or even logging into the Customer Center to create a case online. The e-mail is analyzed and a case created on behalf of the customer. An automatic reply can be triggered confirming receipt of the e-mail and the case number for the case created. This simplifies and streamlines the process of case creation. It also aids in handling requests for product or price information, follow-up sales calls, or any such requests by routing the case based on the address the e-mail was originally sent to such as support@yourcompany.com, info@yourcompany.com, billing@yourcompany.com or other distinct e-mail addresses. E-mail case capture reduces phone wait times for your customers to talk to the right people and offers yet another low-cost option for submitting requests.

Support, Service, and Time Tracking

If you need to charge for technical support on a per-minute basis, or track the time your service professionals spend with a given client, NetSuite CRM's time tracking capabilities will provide you with a new level of efficiency. Time tracking features let you record the time spent

on cases, tasks, and events. Or, if you simply want to track time your team spends per case, NetSuite CRM lets you track and approve time without billing it to the customer.

PARTNER RELATIONSHIP MANAGEMENT FEATURE HIGHLIGHTS

Joint Lead and Opportunity Management

Advanced Partner Center comes complete with all the lead distribution and opportunity management tools you need to gain complete visibility into your sales pipeline-even when that pipeline includes revenue projections from selling partners. You can stay abreast of your resellers' lead process by having them register their leads, as well as inputting next steps they've taken with leads you've already distributed to them.

Promotional Discounts and Marketing Campaigns

Advanced Partner Center allows you to extend promotional discounts to your partners as one-time-use discounts, or on all sales within a particular time period. You can help your partners improve their campaign response rates, as well as your return on co-marketing dollars, by leveraging the Advanced Partner Center.

Sharing Customer Management and Service Access

Advanced Partner Center provides a smooth flow of information, allowing your partners to view and update joint customer profiles. It also lets them track support or service cases. You can even allow them to log a case on behalf of the customer, or check the status of existing cases, so that cases are always up to date.

Sharing Sales and Product Information Advanced Partner Center

This center enables you to publish sales information such as marketing collateral, competitive selling guides, presentations, product fact sheets, and other sales tools. You can also share your knowledge base with partners, including frequently asked questions, the latest workarounds, and details on resolved issues.

WEB SITE HOSTING, ANALYTICS FEATURES

Site-Building Tools

With NetSuite, you can set your Web site apart with online site-building tools that allow you to choose from a variety of layout styles and designs. You can upload your own HTML files to create a unique Web site look, and can customize site elements such as headers, footers, tab bars, sidebars and content wrappers. You can even display different looks and site elements on each tab. No HTML expertise is required to set up or manage your NetSuite Web site. Forms are easily set up to capture leads or gather inquiries.

NetSuite CRM

Hosting and Publishing Capabilities

With NetSuite you can host an entire HTML Web site. By using smart tags, you can convert static sites into dynamic pages, pulling any key business data from the database. Publish unique content to your site, including documents, catalog items, or employee directories. A comprehensive permissions system allows you to publish to an individual, department, or group. NetSuite flexibility allows you to create hybrid sites that use static HTML and dynamically created pages like product catalogs and checkout areas.

Customer Portal

Customer self-service provides real-time, cross-channel views of all interactions for delivery of superior customer service — whether the interaction occurred on the Web just seconds ago or with a sales rep in person yesterday. In addition, customers can view outstanding quotes or orders and even request returns. Most importantly, detailed order history allows an easy check of entitlement to service levels as well as intelligent up-sell/cross-sell offers, helping turn the call center into a profit center

Online Support

NetSuite enables you to add another dimension to your customer support efforts. By publishing the NetAnswers Knowledge Base and customer case forms, your customers are able to respond with questions or issues, 24/7. All case forms can be routed to the appropriate representative depending on the topic of the issue. In this way, you are able to quickly handle customer issues and increase customer satisfaction and loyalty.

Web Analytics

NetSuite's single system integrates all business functions to provide the most actionable and insightful net analytics software available. The unique benefit of NetSuite's new analytic features is that they tie traditional Web metrics with transaction data and specific customer activity data. Thus the reports tell you not only how your customers found you, but also measure the ROI of your referrers and search engine keywords. The reports tell you not only which pages are most frequently visited, but exactly which customers visited them and when these visits took place. And unique to NetSuite, you can drill down to individual customers and review all of their activities on your site, including their shopping cart content, their pages viewed, their referring URL and keyword, their click-stream paths, and much more.

REPORTS INCLUDE:

Referrer Report

Referrer reports tell you where your visitors are coming from. It records the referring URL from which your visitor originally navigated. This tells you where your traffic is coming from.

Search Engine Keyword Report

Search Engine Keyword reports track the search terms your visitors used to find you. For instance, if your visitor looked for you on Google using the search term "Racing Bikes," and then linked from Google to your Web site, NetSuite records both the referring URL (Google) and the search keywords (Racing Bikes).

Keywords	Last Visit	Number of Visitors	Number of Customers	Total Revenue	Revenue/Visitor	Revenue/Customer
Cable	8/14/2004	3	3	\$0.00	0	0
Computer	8/7/2004	2	2	\$0.00	0	0
Keyboard	8/24/2004	6	6	\$0.00	0	0
Speakers	8/22/2004	3	3	\$0.00	0	0
Total		14	14	\$0.00	0	0

Search Engine Keyword Report

Visitor Detail Reports

Visitor detail reports allow you to see exactly which visitors performed the activity you are measuring. For instance, you can see exactly which visitors clicked on each page, came from each referrer, or searched by each keyword.

New and Unique Visitor Reports

Enhance your visitor and page view analysis with reports that distinguish first-time visitors from return visitors, and provide separate information for each. Not only can you see if it is the visitor's first visit during a time frame, but also if it is their first visit overall. This provides much more robust visitor information. You can place the two visitor metrics directly onto your dashboard as a KPI.

NetSuite CRM

Customer Activity Reports

Now you can have a complete understanding of your visitor's Web activities. Each customer record details how the customer found your site (referrer and search engine keyword), what pages they have visited, which click-paths they navigated, how many times they have visited, when their visits took place, and what page they are currently viewing. You can also see exactly what is in their shopping cart, giving your sales force assistance in closing the sale, and your marketing team valuable segmentation information.

Keywords	Last Visit	Number of Visitors	Number of Customers	Total Revenue	Revenue/Visitor	Revenue/Customer
Cable	8/24/2004	3	3	\$0.00	0	0
Computer	8/22/2004	2	2	\$0.00	0	0
Keyboard	8/24/2004	6	6	\$0.00	0	0
Speakers	8/22/2004	3	3	\$0.00	0	0
Total		14	14	\$0.00	0	0

Customer Activity Reports

Web Report Snapshots and KPIs

You can now display a whole set of Web metrics on your dashboard in the form of reports and KPIs. Among the new Web report snapshots are Referrer, Keyword, and page views. The Referrer and Keyword report snapshots let you view the top Referrers/Keywords by either number of visitors or by revenue generated.

PRODUCTIVITY TOOLS FEATURE HIGHLIGHTS

Outlook/Palm Sync

NetSuite CRM easily syncs with Microsoft Outlook, any Palm hand-held device or Blackberry device, so you can keep your business contacts, tasks, and calendar information updated across various platforms and a host of partner — provided wireless solutions.

Import and Export of Data

NetSuite CRM allows you to import and export list records and transactions using CSV imports, or our Small to Medium Business Extensible Mark-Up Language (smbXML), allowing you to use external applications more easily and to get started with your implementation process more quickly.