



# PARTNERING WITH NETSUITE

The NetSuite Solution Provider Program

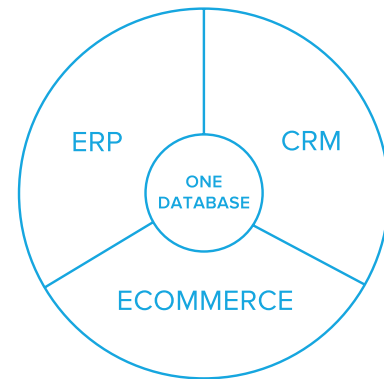
## The NetSuite Solution Provider Program

is designed for experienced business software resellers interested in growing their businesses. NetSuite's cloud-based financials/ERP software suite—which includes accounting, CRM and ecommerce—will impress your clients and prospects, increase your new client acquisitions and drive your top-line revenue.

We're looking for partners who share our vision, invest in both dedicated sales and delivery resources, and want to make industry-leading margins.

## Earn Unmatched, Recurring Revenue

With NetSuite's unique revenue-sharing model, you will earn boxed-product margins on existing customers, year-over-year, building a predictable revenue stream that generates consistent cash flow every month.



## Expand Your Client Base

NetSuite helps you to rapidly grow your client base by enabling your customers to automate business management processes, reduce IT costs and maintenance, make better decisions and improve collaboration.

## Extend Your Market Reach

Through enhanced customization technology, you can now meet the needs of a particular industry segment and then replicate that account as they sell it to multiple companies within that target market.

## What does it take to become a successful NetSuite Solution Provider?

At NetSuite, our diverse community of solution providers shares a vision and common approach to their businesses to achieve success. Our most successful partners take the following approach:

- **Financial/CRM Application Expertise**  
To realize a significant return on investment, qualified solution providers must have a solid working knowledge of financial accounting/ERP and CRM solutions for mid-market and enterprise customers. This expertise ensures your clients get the service they need when designing, implementing and deploying their business management solution. NetSuite supplements our partners' expertise with web-based and instructor-led training opportunities and certifications.
- **Dedicated Sales Resources**  
Partners who employ dedicated sales representatives gain immediate results. These representatives carry NetSuite new business license quotas to ensure expected revenue targets are achieved. Most NetSuite partners experience a very fast path to break even and profit on this dedicated sales investment.
- **Methodology Experience**  
To maximize their business potential, successful solution providers should have a consultant on staff who fully understands how to implement business software applications, develop customized business processes and convert financial and accounting data.

## What are some best practices to help drive a thriving NetSuite business?

As with any successful business venture, customer acquisition and retention is critical for success. NetSuite's most successful partners share the following common practices to achieve maximum results:

- **Vertical/Industry Specialty**  
Successful partners are focused on core vertical industries in which they can best leverage their domain and product customization expertise to deliver value-added solutions and services to a specific vertical market. NetSuite complements your specialty with our own industry software solutions that help your clients get up and running faster with the capabilities of our cloud computing business management suite.
- **Lead/Demand Generation Expertise**  
To meet your business goals, it's critical to invest in dedicated marketing resources skilled in demand generation for business application software sales. NetSuite accelerates your lead generation efforts with co-branded marketing materials, sample campaigns and cooperative marketing funds.
- **One Product/One Market**  
With NetSuite, our solution providers can deliver to their clients a single, integrated and powerful business management software solution. Partners that deliver complementary services to the NetSuite solution can shorten their sales cycles and demonstrate fast time-to-value for their prospective and existing clients.

## Program Benefits

The NetSuite Solution Provider Program rewards your investment and performance with industry-leading benefits to help you achieve maximum success in your business.

Financial Benefits	
New License Revenue/Margin	30% – 50%
Recurring Revenue/Margin on Renewals	10% – 30%
Services & Support Revenue	15%
Internal Use Products	<input checked="" type="checkbox"/>
Sales & Marketing Benefits	
Sales Support from a Seasoned, Dedicated Team	<input checked="" type="checkbox"/>
On-Demand Self-Service Resource Center	<input checked="" type="checkbox"/>
Real-Time Lead Registration	<input checked="" type="checkbox"/>
Use of NetSuite Logos and Trademarks	<input checked="" type="checkbox"/>
Co-Branded Editions for Your Customers	<input checked="" type="checkbox"/>
Co-Brandable Marketing Campaigns	<input checked="" type="checkbox"/>
Free Demonstration Accounts	<input checked="" type="checkbox"/>
Unlimited Test-Drive Accounts	<input checked="" type="checkbox"/>
Cooperative Marketing Funds	<input checked="" type="checkbox"/>

Technical Benefits	
Sales Engineering/Product Demonstration Support	<input checked="" type="checkbox"/>
Unlimited Development/Proof Accounts	<input checked="" type="checkbox"/>
Priority Technical Support	<input checked="" type="checkbox"/>
Pre-Release Training	<input checked="" type="checkbox"/>
Pre-Release Schedules and Documentation	<input checked="" type="checkbox"/>
Product Webinars	<input checked="" type="checkbox"/>
Quarterly Partner Newsletter	<input checked="" type="checkbox"/>
Annual User Conference	<input checked="" type="checkbox"/>
Program Requirements	
Experience	Demonstrated sales/implementation experience with accounting, ERP, CRM and/or ecommerce applications
Dedicated Staff	Minimum (1) NetSuite sales AND (1) service representative
Program Fee	\$5,000 annually
Training Fee	Varies
Signed Agreement and Sales Plan	<input checked="" type="checkbox"/>
New License Sales Commitment (yr)	\$100,000

For more information on joining the NetSuite Solution Provider Program, send your inquiry to [solutionproviders@netsuite.com](mailto:solutionproviders@netsuite.com) or visit [www.netsuite.com/partners](http://www.netsuite.com/partners).