
PLATFORM FOR BUSINESS

Four Ways a Cloud Platform Enables Modern Companies to Grow Strategically



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There is no longer even a question. Modern business requires a cloud-based platform to stay out in front of the competition you know and the innovative disruptor you might not know yet.

It is a world of pivoting these days. Bold leaders fully grasp that to win they must compete on customer experience. This requires their companies to constantly innovate around business models and technology.

Product or Service Innovation

Business model starts off and quickly changes.

Business Model Reinvention

Known business model but the fast movers adapt this model by region, product line, etc.

New Market Expansion

Proven business model in local markets but expanding into new segments and geographies.

Many of the fastest growing, most progressive companies in the world trust NetSuite to power their business. Across industries and geographies, we see common threads for why organizations need and rely on a modern business platform like NetSuite to scale and grow.

“The question over whether the cloud is going to happen or not is over. The cloud has won.” – Zach Nelson, CEO, NetSuite

#1 – Access to Data: Visibility and Mobility

As decisions are made about the next bold move, whether it's further investment, M&A, divestiture, carve out, IPO or international expansion, the sheer volume of information required increases with each step.

Access to information is critical for any modern company. As data multiplies, it is easy to see how it can become quickly siloed within a business, buried in spreadsheets, databases or applications. The decisions that businesses make, especially by finance organizations, are significantly impacted by the data available and whether it is current.

A cloud-based financial system solves this, ensuring that relevant and real-time data is readily accessible. Whether the data was entered at headquarters or at a subsidiary overseas is no longer an issue. You can run a distributed finance organization that can yield substantial cost benefits while retaining top-level talent. At a global or regional level, you can gain a clear and timely view into how the business is performing across sales, bookings, billings and more.



“The company is actively seeking to grow sales around the world and we needed a cloud-based solution that could support different languages and currencies with lean resource requirements. Because NetSuite is in the cloud, we can enter new global markets faster than if we were to set up servers in each location.”

Roddy McKaig
CIO,
Shaw Industries

#2 – Making Cash Efficiency an Advantage

As business models change, payment methods often change too. Collecting cash faster through a variety of methods becomes increasingly important.

Managing cash and the burn rate is a top priority for any emerging business. Many leaders are justifiably wary of the substantial capital expenditure that would be required to implement an on-premise business management system. The up-front costs for this type of system are not limited to the application software. They extend to the operating system, database, security software, servers, backup and network infrastructure and more. Add to this the ongoing expenses for IT personnel, training, maintenance and upgrades, and the total cost of ownership (TCO) becomes staggering and unsustainable.

A cloud platform eliminates the need for those capital expenditures, enabling you to fine-tune your subscription needs as business dictates. With a TCO that is typically at least 50 percent less than on-premise systems, you free vital funds to reinvest in products and the business rather than manage a complex IT infrastructure. As part of this you can also forget about those painful upgrades every few years. With cloud, upgrades that deliver value will be more frequent and automatic. Your platform will always be current and you will never experience version lock.

“As a startup, Scoot wanted a modern, agile business platform that could scale rapidly while ‘future-proofing’ our company for long-term innovation and growth. We looked at other major and more established ERP, but NetSuite was the clear winner in meeting our requirements for cost-efficiency, fast deployment, real-time visibility into the business and flexibility.” – Ng Long Jian, Head of Finance, Scoot

#3 – Faster, More Strategic Business Decisions

Today’s pace of change means modern companies must deploy technology faster and dramatically shorten time to value.

During critical growth phases, a nine-month implementation of an on-premise ERP system is a huge barrier for businesses. This only gets worse when implementations last years or ultimately fail.

Industry data from the likes of the Software and Information Industry Association consistently shows that cloud solutions are typically deployed 50 to 90 percent faster than on-premise systems. Once deployed, a cloud platform provides businesses the real-time information they need for better, faster and bolder decision making at the speed modern business requires. It helps every company behave like a startup by having a sharper focus, greater agility and a closer relationship with customers and partners.

#4 – Unlocking Human Potential

Stop running an IT shop and shape the future of your business by unleashing the full potential of your people so they can be bold and innovate.

A cloud platform enables emerging businesses to focus on building processes that scale from the start. By giving the organization the ability to seamlessly evolve business processes and deliver innovation instead of keeping servers running, backing up data and performing upgrades, the company can truly manage for growth to reach its full potential.

From a TCO perspective, it isn't just about reducing IT spend—it's about reallocating the IT budget from maintenance to focus on helping the business innovate and grow. Cloud delivery is a game changer, enabling IT to move from operational to strategic to shape the future direction of the business.

