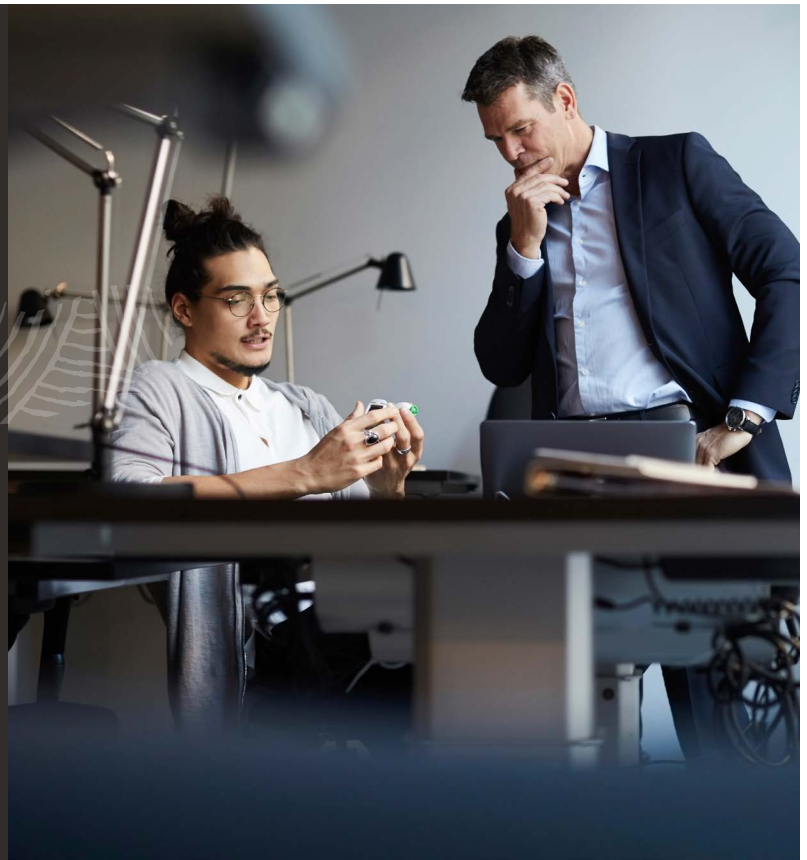




NetSuite BPO for

## Venture Capital Firms and Their Investments



NetSuite, the world's #1 cloud ERP vendor, provides a suite of cloud-based financials and omnichannel commerce software that runs the business operations of more than 19,000 customers across more than 200 countries. As a company that prides itself on building and maintaining strong relationships, NetSuite has built several well-designed partner programs to bring the benefits of cloud-based financial management to organizations worldwide.

The NetSuite BPO Partner Program was launched in response to demand from BPO providers for a unified cloud-based solution comprising ERP, CRM and ecommerce that would enable them to support clients of any size—from small startups to multi-national enterprises.

### NetSuite BPO Benefits

- NetSuite offers licensing designed and priced to accommodate venture-backed companies.
- Working with a NetSuite BPO Partner allows venture-backed companies to focus on building their product while accelerating growth.
- Venture-backed companies can take ownership of accounts as they grow, removing the need to implement a midmarket system as the company hits its fast-growth stage.

## Current Venture Capital Landscape

From the moment a startup receives funding, accelerated timelines and increased pressure force the company to look for tools that promote fast growth. A critical tool in achieving fast growth is a software system that can scale rapidly and expand from a finance-only system that is required pre-revenue to an operational system as the company matures. Yet the cost of such systems can be steep.

In early stage funding rounds, venture capital firms want to keep founders completely focused on building their product or service rather than thinking about important, but mundane, needs like paying bills and other back office duties. Similarly, businesses seeking early stage funding usually have very little system architecture or people in place to manage core business operations such as accounting, payroll and item management. The key for all parties is finding a system that can be both implemented efficiently and scale with the company through all stages of growth and finding a partner that understands the unique challenges of the business. Exploring options like Business Process Outsourcing is a cost-effective solution that can help keep a company's resources focused on driving top and bottom-line growth.

## How Can Venture Capital Firms Leverage NetSuite BPO for Their Investments

Venture Capital firms often oversee a portfolio of a wide range of organizations. Across any given portfolio are businesses at every stage in the growth cycle using different systems to manage operations and drive value. For investments, managing and maintaining multiple systems or relying on manual handling of processes, for each stage of company growth quickly becomes disorganized and more importantly, degrades profitability. NetSuite's expansive suite offers functionalities across core business functions such as accounting, supply chain management, ecommerce and more, removing the need to manage multiple vendors, systems and licenses.

NetSuite's BPO Partner Program leverages NetSuite's capabilities to support your entire investment portfolio no matter what stage of the investment cycle a given company might be experiencing. Venture Capital-backed companies often struggle with accurate and timely metrics because they are burdened with manual processes. When stakeholders are involved, there is no time for inaccurate or delayed financial reporting. By outsourcing with one of NetSuite's BPO Partners you can rely on them to provide real-time visibility that ensures data is correct

and always available. Being able to quickly and effectively demonstrate financial health and profitability ensures that your investments are positioned for future success—whether that be further funding rounds or an IPO.

Furthermore, portfolio companies operating on tight budgets often rely on Excel to run their business. Manual intensive spreadsheets are not scalable and are often error prone, but the cost associated with implementing a full-service financial system is often too great to even consider. Leveraging a NetSuite BPO Partner provides a broad range of operational capabilities at a relatively small, marginal cost to the client accounts. As the company grows, you can easily and seamlessly add functionality as needed. Rather than being forced to spend huge amounts of time and energy managing an extensive implementation as a company hits a fast growth phase and needs to switch from a small business tool to a more extensive midmarket solution, companies that start on NetSuite through one of our BPO partners can take over the license of the same account that is being used by the BPO Partner. They can then add functionality and

capabilities as needed and ultimately avoid the need to disrupt their operations by slowing down to select, implement and train on a new system once the company reaches a new stage of growth. The ability to grow unconstrained allows founders to focus on delivering value instead of being distracted by system implementations.

### **Learn More About NetSuite BPO**

NetSuite has successfully transitioned hundreds of venture-backed companies, across industries ranging from software to biotech to consumer goods, from small startups on a BPO license to billion-dollar ventures without the need to switch systems. With NetSuite BPO, firms gain peace of mind that their founders can maintain lean, cost-effective operations in their formative years and seamlessly execute on the most difficult of exit strategies as their growth and investment cycles progress.

To learn more about the NetSuite BPO Partner Program, visit [netsuite.com/bpo](https://netsuite.com/bpo). Or, to determine if NetSuite BPO is right for you or your investment, email our Venture Capital Practice at [venturecapital@netsuite.com](mailto:venturecapital@netsuite.com).

