



NetSuite

Software Company Edition

NetSuite Software Company Edition offers the industry's first and only:

- Integrated revenue recognition and advanced billing
- Role-based, customizable dashboards
- Integrated CRM, Accounting/ERP, ecommerce

NetSuite Software Company Edition features include:

• Customer Relationship Management

- Sales Force Automation
- Marketing Automation
- Customer Support and Service
- Incentive Management*
- Offline Sales Client*
- Issue Management*
- Partner Relationship Management

• Accounting/ERP

- Revenue Recognition
- Advanced Billing
- General Ledger
- Accounts Receivable, Accounts Payable
- Advanced Financials
- Project Accounting*
- Budgeting
- Multi-currency
- Order Management
- Purchasing
- Standard, Customizable Reports

• Database Driven Web Site/Web Store

- Front- and Back-Office Integration
- Electronic File/Software Delivery*
- Affiliate Marketing
- Customer Acquisition
- Customer, Partner Self-Service
- Web Site Analytics*

• Employee Management and Productivity

- Role-based Dashboards
- Project Tracking
- Paperless Expense Reports
- Advanced Calendaring
- Activity Time Management
- Employee Records
- Purchase Requisitions
- Document Management
- Employee Self-Service*

*Some features sold in add-on module

NetSuite—The One Integrated Application To Manage Your Software Business

With NetSuite, your software company can manage its entire front-office and back-office operations with a single, flexible, powerful business application — integrating customer relationship management, customer service, financials, inventory management, ecommerce, and more.

Hundreds of software companies run their business on NetSuite — and we do too. Here's why NetSuite is the best application for software companies.

Advanced Financials with Revenue Management and Revenue Recognition

Financials are complex in any industry, and they are arguably the most complex in the software industry. The stumbling block for most software companies is managing revenue recognition and billing schedules—and ensuring compliance. Few financial packages provide these tools, forcing companies to manage these complexities offline in spreadsheets or in third party stand-alone packages. With NetSuite you have one financial system that manages accounting, complex billing and revenue recognition—so there's no more double entry.

NetSuite supports AICPA, FASB and SEC regulations (including SOP 81-1, SAB 101, and EITF 00-21). NetSuite also accommodates the requirements specified in SOP 97-2 & 98-9 relating to Vendor Specific Objective Evidence or VSOE, including the accommodation of the Residual Method and a separate VSOE price for every item. Percent Complete Revenue Recognition allows companies to recognize revenue in conjunction with the completion of a project. NetSuite also supports Sarbanes-Oxley compliance with Section 404. Software companies can even manage both GAAP revenues and billings separately—a critical operation for most software companies.

• Revenue Recognition

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• Deferred Revenue Management

NetSuite lets you recognize deferred payments within regulations and guidelines, all within NetSuite financials. Deferred revenue reports deliver detailed data on both posted and forecasted revenue. NetSuite gives you easy access to detailed historical and future views for more accurate business management and planning.

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- **Renewals Management**

NetSuite allows you to maintain your revenue stream and ensure that customers will receive uninterrupted service. NetSuite uses a single repository for customer management, facilitating the tracking and renewal of contracts including subscription licenses as well as maintenance and support.

- **Advanced Billing**

NetSuite allows Finance departments to automate billing processes and eliminates the manual work typically associated with billing customers, reducing errors and saving the company time and money. Software companies can create highly customized billing schedules and templates easily and quickly to automate the creation of invoices based on the related license agreement and service contract to meet their exact needs. Milestone billing schedules let software companies bill as work is completed according to the service contract. Billing schedules can be applied to an entire sales order or to each specific item on an order and indicate what is to be invoiced and when, providing more granular visibility into cash flow from period to period. Powerful reporting capabilities provide accurate billing forecasts.

- **Pricing Management**

NetSuite makes it easy to manage sophisticated pricing models. NetSuite supports a variety of pricing mechanism including standard, volume, promotional, customer, industry specific pricing, and more in an easy to manage matrix.

- **Revenue Forecasting**

NetSuite takes the guess work out of revenue forecasting. With all aspects of revenue management managed in NetSuite, and not offline in spreadsheets and third party systems, your revenue forecasts will be based on consolidated, real-time data for accurate, confident forecasting. Unlike standalone CRM solutions, NetSuite lets you see revenue from both your sales pipeline and existing customer base.

- **GAAP & Regulatory Compliance**

With a complete set of audit trails, NetSuite makes it simpler to maintain compliance with GAAP, FASB, SEC, and AICPA regulations and standards. NetSuite facilitates Sarbanes-Oxley Section 404 compliance by supporting internal controls, providing accurate, timely reporting and supporting individual accountability through a complete audit trail of all processes and every transaction.

- **Complete Financials**

NetSuite accounting includes full General Ledger, Accounts Payable and Receivable, multiple budgets, multi-currency, online bill pay, allocations, and multi-company consolidations all with real-time reporting.

- **Full Application Integration**

NetSuite has been built from the ground up as a single, integrated application that is highly modular to meet the specific needs of software companies large and small. NetSuite is a process-centric application that operates in real-time.

- **Reduced Overhead**

NetSuite's integrated financial management has been proven to enable significant reduction in the size of finance departments in software companies. Greater productivity from integration, real-time tracking and reports, and auditing tools reduce the overhead that typically burdens software companies.

The Best CRM for Software Companies

CRM software can make or break a software company, and a top analyst firm recently ranked NetSuite CRM software #1 in Sales Management, Forecasting, Opportunity Management and Dashboards. Why? Unlike standalone CRM applications, NetSuite CRM software is seamlessly integrated with financials and your back office systems, giving you a 360 degree view of the customer.

- **360 Degree View of the Customer**

One integrated system (Accounting/ERP+CRM+Ecommerce) delivers a single, real-time view of the customer across all departments and all locations.

- **Software Specific Marketing**

Provides rich, software specific reports on lead generation, and more importantly, lead conversion to revenue. New keyword tracking and conversion reports have also been added. Web site analytics also provide visibility into specific search engine referrers and natural keyword metrics allowing a software company to intelligently leverage the ad-word marketing channel which is fast growing to be the most effective marketing spend for technology companies.

- **Complete Lead to Order Process**

NetSuite manages the complete lead to order process in-system.

- **Complete Order to Cash Process**

NetSuite automates the complete order to cash lifecycle with integrated order management serving as the critical pipeline between customer facing CRM and back-office Accounting/ERP and financials. Integrated order management allows you to accurately fulfill and account for orders. It also provides histories for inquiries, support and upsell and cross-sell of products and services.

- **Software Sales Forecasting**

includes the ability to manage multiple quotas and corresponding forecasts and commission plans. For example, for companies delivering Software as a Service, it is useful to give sales people one quota for gross billings and a separate one that measures the first-year value of deals.



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- **Software Commissions Management**

Tightly with new forecasting technology, allowing for complex, multi-tiered commission schemes around billings or other revenue measures — such as first-year deal value — as they relate to multiple quotas. In addition, mid-year accelerates and other sales kickers allow a software company to incent the desired focus from the sales team to align sales behavior with company goals.

- **Self-Service Customer Centers**

Customer portals provide password protected self-service access to order history, outstanding invoices, and trouble tickets, providing greater service at lower cost.

- **Bug Tracking Integration**

Support for bug tracking integration improves visibility for efficient management and resolution of problems.

- **Partner Relationship Management**

NetSuite PRM removes the traditional arm's length partnership with re-seller, referral and business development partners and makes them full allies. Now you can have the same level of visibility, transaction management and performance metrics with partners that you have with your internal sales team.

- **Upsell/Cross-sell**

Automated upsell and cross-sell functionality improves the lifetime value of customers through add-on product, support and service sales.

- **Renewals and Maintenance Sales Management**

Renewals and Maintenance Sales Management are built in for improved revenue management for the company, and seamless service for customers. Start and end dates at the customer level as well as the sales order level trigger automatic reminders for contract renewal while tailored billing schedules handle maintenance invoicing.

One Application to Manage Your Software Business

NetSuite is the one intelligent, integrated, customizable application to unify your business processes, increase visibility for better decision making, and extend processes to your customers and channel partners.

- **One System — Complete Software Lifecycle Management**

NetSuite manages the end-to-end lifecycle business processes in one system. Market > Sell > Order/Contract > Ship/Provision > Bill > Recognize Revenue > Maintain > Support > Upsell/Renew.

- **Advanced Financials**

With complex billing and revenue recognition, NetSuite manages the intricacies of software financial management.

- **One View of the Customer**

One integrated system (Accounting/ERP+CRM+Ecommerce) delivers a single, real-time view of the customer across all departments and all locations.

- **Built to Run a Software Companies**

NetSuite is designed from the ground up to run a software business.

- **Subscription Business**

NetSuite's ASP model provides lower cost and anytime/anywhere access.

- **Trading Partner Collaboration**

Trading partner processes extend self-service via Partner and Customer Portals.

- **The World's Most Customizable ASP**

NetSuite is easily extended via SuiteFlex customization and Web services.

The Ultimate Business Dashboard Simplifies Management of a Software Business

NetSuite has long been the leader in dashboard technology, and has now applied those innovations specifically to the needs of software companies. The AJAX-based dashboards deliver a great user experience, but more importantly they give every user in a software company a custom dashboard that allows them to monitor everything in the business relevant to them — in real-time for the current period and as compared to past periods. NetSuite gives every user in your company a custom dashboard that allows them to monitor everything in the business relevant to them. Finally, "information at your fingertips" is a reality. You can see data trends in leads, opportunities, service issues, expenses, and much more. It's all managed with point-and-click content additions and drag and drop layout.

- **15 pre-configured role based dashboards**

Address the specific needs and best practices for every major user in a software organization including CEO, CFO, Controller, Sales VP, Sales Manager, Renewals Manager, Support VP, Support Manager, Engineer, etc.

- **Software Company Specific KPIs**

Track Sales on Billings, GAAP and Cash basis; forecast on billings, GAAP and cash basis; GAAP revenue, quota bearing reps on board; pipeline weighted and un-weighted.

- **Real-time Visibility**

Real-time visibility of orders/contracts, renewals, maintenance, support issues.

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• Saved Searches

Saved searches give users rapid, repeatable adhoc reports right on their dashboard.

• Group Calendaring

Calendars for individual and group scheduling.

• RSS Content

RSS content feeds from your choice of providers.

• Direct Drill-Down

Drill down to greater detail and transaction management directly from the Dashboard.

The screenshot displays the NetSuite dashboard with several key sections:

- Key Performance Indicators:** A table comparing 'This Month vs Last Month' and 'This Quarter vs Last Quarter' for metrics like Sales, Expenses, and Total Bank Balance.
- Customers by A/R Balance:** A list of customers with columns for Name, Bill To, Vision, Name, Primary Contact, Phone, E-mail, and Balance.

Indicator	Period	Current	Previous	Change
Sales (Billings)	This Month vs Last Month	\$1,877,720	\$1,711,101	+ 9.7%
Sales (Orders Am. GAAR)	This Month vs Last Month	\$628,990	\$582,792	+ 7.9%
Expenses	This Quarter vs Last Quarter	\$1,300,329	\$1,079,254	+ 20.5%
Expenses	This Month vs Last Month	\$280,512	\$282,102	- 0.6%
Total Bank Balance	This Month vs Last Month	\$1,118,023	\$892,725	+ 24.6%
Expenses	Today	\$2,028,808		
Expenses	Today	\$332,343		
Expenses	Today	27		

Name	Bill To	Vision	Name	Primary Contact	Phone	E-mail	Balance
Computer Solutions	John Cooper	530.898.4983	johncooper@cs.com	400,158.67			
Monter Supply	Carrollan Murdoch	707.225.0800	cmurdoch@monter.com	422,628.00			
Jaglor Technology	Tom Alje	413.444.2212	tomalje@jaglor.com	421,900.00			
Alltime Technology	Sherry Hughes	413.220.0800	sherryh@alltime.com	290,097.28			
Gulson Technology	Francis Murphy	342.555.2224	fmurphy@guptechn.com	280,000.00			

Integrated Back-Office with Software-Specific Features

NetSuite lets you manage the complex back office within one system. NetSuite manages your entire back office including inventory and fulfillment; the complete procure to pay process, paperless expense reports, payroll and payroll integration, and employee management.

• Inventory and Fulfillment

End-to-end physical inventory and distribution including shipping, receiving and returns. Track orders door-to-door directly in NetSuite.

• Complete Procure to Pay Process

Complete procure-to-pay purchasing in-system and paperless, with approval workflow.

• Paperless Expense Reports

Self-service, paperless expense reports with approval workflow and optional payment.

• Employee Management

Self service capabilities empower your employees and reduce your costs. NetSuite includes purchase requests, payroll and payroll integration, as well as a self-service Employee Center.

• Real Time Processes, Intelligence

NetSuite provides real-time business processes and business intelligence across the business and partners.

Deep Services & Support Functionality

Quality of services and support are critical to software companies—both early on during implementation and over time for customer satisfaction and retention. High levels of service can be costly, and that's why NetSuite gives you the tools to provide the right level of service to the right customers at the best cost.

• Multi-channel Service

Superior multi-channel service with all customer interactions—live, online, email and in-person— are tracked to a single customer record.

• Job Tracking

Job and time tracking are built into the system allowing you to manage projects within NetSuite instead offline.

• Bug Tracking Integration

Support for bug tracking integration improves visibility for efficient management and resolution.

• Customer Center

NetSuite's self-service Customer Center gives customers low cost, high availability service 24/7 around the globe.

Rich Channel and Partner Relationship Management Capabilities

NetSuite lets you empower channel partners as an extension of your sales organization, making it as easy for them to sell as your internal reps. Only NetSuite provides integrated partner relationship management for small and midsize software companies.

• Sales Management

Joint forecasting along with pipeline and opportunity management.

• Account Visibility

Shared customer account management.

• Joint Marketing

Lead assignment & registration, together with promotional discounts and marketing campaigns.



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• Inventory Visibility

Real-time inventory access for accurate order promising.

• Sales Tools

Sales Tools encyclopedia puts latest version of content, collateral and tools at your partners' fingertips.

• Joint Customer Support and Service

Share case history, status and new case submittal for joint customers, empowering partners to act as first level customer support & service.

NetSuite Issue Management

NetSuite lets you track and manage defects or enhancement requests with a closed—loop corrective action process seamlessly integrated with support and service. Never let a product or other issue slip through the cracks again. NetSuite Issue Management functionality and processes are seamlessly integrated with customer relationship and case management, providing incredible visibility across the organization as well as externally to customers via their self-service portal.

- Defect tracking
- Enhancement request tracking
- Integrated with CRM
- Closed loop case management
- Version tracking
- Self-service Customer Center

NetSuite Electronic File/Software Delivery

NetSuite lets you sell files or software online and make them available for download. You can associate multiple files from the File Cabinet to a downloadable item. Any type of downloadable file can be sold in this manner including documents, music or executables. Once purchased, the files become available for download in a password-protected area, where you can display license codes. You can also leverage these new capabilities to require an online form to be submitted prior to making a download available rather than a purchase, allowing for marketing campaign calls to action around white papers and collateral that guarantee lead registration.

- Sell files online
- Associate multiple files to item
- Documents, music, executables
- Manage license codes

SuiteFlex: Your Business, Your Suite

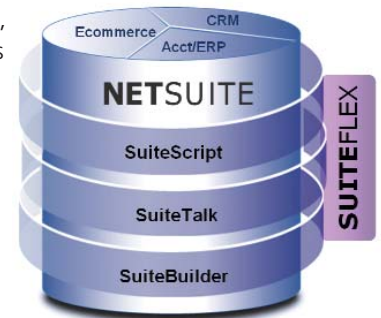
SuiteFlex is the technology platform for customization, verticalization, and business process management within NetSuite. SuiteFlex gives customers, partners and developers all the tools they need to easily customize all aspects of NetSuite.

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.



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.

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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 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.

Amazingly Affordable

NetSuite provides dramatic cost savings relative to other combinations of front-office and back-office applications, including GreatPlains with Salesforce.com or MS CRM, Accpac and Accpac CRM, Softrax, and more.



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