

ORACLE® + NETSUITE

EMPOWERING LOGISTICS COMPANIES TO REACH BEYOND THE LIMITATIONS OF QUICKBOOKS





LEARN WHY LOGISTICS COMPANIES SWITCH FROM QUICKBOOKS TO CLOUD FINANCIALS

The pace of change continues to accelerate at an unprecedented rate for transportation and logistics companies. With intensely competitive international markets comes an increased pressure to deliver timely service while keeping costs low. Whether you transport goods via air, land or sea, behind the simplistic idea of moving product from point A to B is a complex set of accounting challenges that must be faced head on. Though they recognize the need to innovate and keep up, transportation and logistics companies have a remarkably difficult time finding business application solutions that can meet their needs in an affordable manner.

Many transportation and logistics companies have run their business upon a hairball of dangerously unreliable spreadsheets and QuickBooks. QuickBooks was designed for a time when businesses could afford to wait until the end of the month for needed data. That is not the case today. The emergence of the internet as a platform upon which to build entirely new business models has changed the status quo. Real-time visibility and insight can be the difference between thriving and barely surviving.

A small company at a single location can sometimes get by without a fully automated, online system because they are close enough to the action. But, as the business grows or adds new locations, the information to be exchanged swells out of control and many companies end up with a series of disparate systems that create unproductive manual work for employees. The relatively low cost of maintaining those systems masks the cost of inefficiencies in routine tasks like the monthly close or, more importantly, the dissemination of reliable information upon

“With the increased complexity of new offices and territories, NetSuite gives us scalability for growth and real-time insights across our global subsidiaries.”

PHILIP HALL,
Director of Finance,
Flexport

which business decisions can be confidently made in a fast-paced environment.

Fast-growing logistics companies are especially challenged because the opportunities afforded by a combination of globalization and the rise of the internet have not been matched by the development of their in-house systems. Here are four signs that QuickBooks might be failing your business:

- **It's too hard to find out what's happening across your organization in real-time.**
- **QuickBooks gives you limited visibility into key metrics.**
- **QuickBooks' limited functionality won't keep pace with modern requirements.**
- **QuickBooks won't scale as you move to multiple locations.**

If your company is facing the above issues, it may be time to look to a solution developed for the cloud—and there are sound reasons for doing so.

A cloud-based vendor doesn't just offer software. It is offering a service. That is crucially important to understand because it means that NetSuite takes responsibility for not only the software it supplies, but the underlying technical infrastructure needed to access the solution. That includes the server hardware and database maintenance and administration, document storage, technical upgrades and the ongoing enhancements customers need. That is an entirely different way of providing a system than what has been traditionally offered where, for all practical purposes, it is the customer's responsibility to upkeep their systems on an infrastructure they must also maintain.

A vendor offering Software-as-a-Service is on the hook for all aspects of that service, which in turn means the vendor must continuously earn the trust of its buyers, backed by meaningful service level agreements. It doesn't serve a modern cloud provider's interests to do anything other than assure customer success. That is a win-win in anyone's book, but again, fundamentally different than the old way of acquiring and using software.



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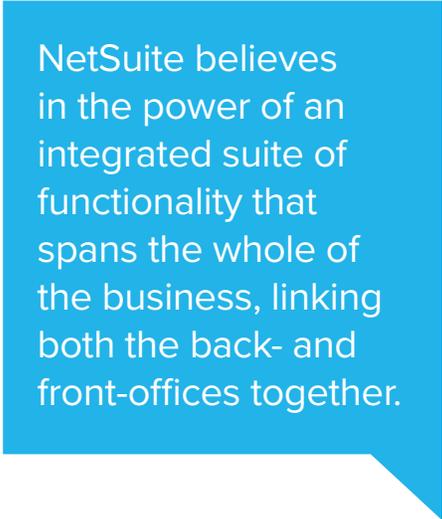
SUITE APPROACH

NetSuite believes in the power of an integrated suite of functionality that spans the whole of the business, linking both the back- and front-offices together. A suite approach allows the whole company to view operations as a single version of the truth. Furthermore, predefined roles and dashboards that are oriented around a user's day-to-day tasks allow for the most efficient consumption of information throughout the entire organization.

A well implemented cloud-based system should mean that financial activities appear as soon as they are triggered. That, coupled with 'anywhere-anytime' access means that decision makers can quickly act upon both adverse and favorable performance indicators. In that sense, decision-making becomes an activity where those tasked with executing on the company's goals and strategy are able to do so with information that is akin to looking through the front windshield of a car, rather than constantly worrying about what is in the rearview mirror.

The combination of these demonstrable benefits means that a well-executed move to cloud results in a much better and predictable cost of operation than is possible with on-premise systems.

These and many other benefits separate the world of the old from the new, but customers need to rely upon solid references from other transportation and logistics companies that have already taken the journey to cloud-



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based computing. Increasingly, transportation and logistics companies are migrating from QuickBooks to NetSuite and seen demonstrable benefits as a result.

For example, when four-year-old San Francisco-based Flexport started to expand internationally, executives knew they needed to upgrade their back-office system. Based in San Francisco, Flexport is a global logistics provider with a mission to fix the user experience in global trade, offering a unique web platform that provides consumer-like ease of use for clients shipping cargo around the world. Its rapid growth soon outstripped the capabilities of QuickBooks and Bill.com systems that Flexport used.

With NetSuite OneWorld, Flexport has new capabilities to manage six subsidiaries, including offices in the Netherlands, Hong Kong and Shenzhen, China, while transacting in nine currencies. Accounts payable is saving 10 hours a week with NetSuite, while data reconciliation time has been cut from up to three days to five minutes. The dramatic time savings enabled Flexport to avoid having to hire an additional four full-time employees.

CUSTOMER SUCCESS

- OneWorld's technology enabled platform allows extreme visibility and auto-consolidation of books on multi-currency.
- With NetSuite, invoices take five minutes to import/export, as opposed to three days by manual entry; 40% efficiency improvement for AP.
- Flexport can now easily open new offices and gain traction in territories without any interruption to their back-office.

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