



# EMPOWERING TODAY'S MODERN CPA FIRM

Experience the SuiteLife with the Leading Cloud ERP

## Grow Your CPA Firm as a NetSuite Partner

Client needs for traditional accounting, tax, audit and advisory services have shifted dramatically in recent years. Today, organizations are looking for accounting partners with deep expertise in technology to solve complex business issues and help drive growth.

Partnering with Oracle NetSuite equips your CPA firm to address that growing demand. NetSuite offers accounting firms outstanding

### NetSuite CPA Partner Benefits

- Diversify and grow revenue streams.
- Deepen relationships with existing clients.
- Win new business with progressive companies.
- Expand and differentiate your portfolio.
- Attract and retain tech-savvy in-demand talent.

“NetSuite has been the fastest-growing service line that we have introduced in our firm. It certainly contributes to our revenue and our ability to provide a complete solution to our clients.” **Matt Kenney**, Principal, McGladrey LLP

opportunities to build a technology practice that combines their proven track record in financial management with the world’s #1 cloud financials/ERP platform.

As a NetSuite partner, you’re able to grow your business and address key industry challenges:

### Welcome to the SuiteLife

When you become a NetSuite Solution Provider or Alliance Partner, you’ll experience the SuiteLife—our state-of-the-art engagement program. With SuiteLife, partners quickly and easily gain the knowledge and expertise required to help customers succeed, differentiate their practice and expand their business.

### Evolve Your Practice

The need to deliver superior client value has never been more critical as commoditized services like audit are under extreme margin pressure. CPA firms that offer both advisory and technology services are ideally positioned to help clients strengthen business and accounting controls, and gain new visibility and agility for growth.

### Changing Client Acquisition Strategies

Launching a technology practice provides a high-growth catalyst as traditional service lines remain steady. Your firm can deepen engagements with existing clients, and capture new business with organizations looking to automate financial management with modern cloud solutions, backed by your core accounting expertise.

### Diversify Your Revenue Streams

Partnering with NetSuite opens opportunities beyond accounting. Our unified platform lets you provide clients with leading technology for CRM, ecommerce, HR and professional services automation. Our partners enjoy some of the highest professional services bill rates and strongest utilization levels across the ERP industry.

### Modernizing and Retaining Your Workforce

Attracting and retaining qualified staff remains a top concern for accounting firms. Offering diverse solutions that incorporate technology and traditional services helps you build out a next generation of tech-savvy talent. Your firm becomes more attractive to skilled professionals seeking careers at the intersection of technology and accounting.

### NetSuite: Ready, Set, Grow

With more than 18,000 customers in 203 countries and dependent territories, NetSuite delivers a broad range of robust cloud functionality for businesses to streamline processes, enhance visibility and accelerate growth. Partnering with NetSuite demonstrates your leadership in helping clients innovate and transform how business is done.

NetSuite offers three types of commercial partnerships for CPA firms:

- **Solution Provider Partners**

Solution Provider partners market, demonstrate, sell, consult and implement NetSuite solutions for clients. Our reseller ecosystem offers some of the most lucrative

recurring revenue margins in the business, with ongoing opportunities to optimize the solution for your clients.

- **Alliance Partners**

Alliance Partners focus on identifying and implementing NetSuite engagements while co-selling with our direct sales teams. As an Alliance partner, you capitalize on your firm's deep vertical domain expertise and expand the breadth of your trusted advisor relationship.

- **BPO/BPaaS Partners**

Partners in Business Process Outsourcing (or Business Platform-as-a-Service, BPaaS) meet client demand for outsourced accounting atop NetSuite, plus CRM, ecommerce and other functions. Our BPO partners build on the broad capabilities of NetSuite with traditional write-up offerings and high-margin management consulting services.

### **Industry-Leading Partner Support**

NetSuite's award-winning partner programs provide you with all the onboarding, enablement and training that you need to rapidly scale a NetSuite technology practice. Our dedicated team of partner professionals has deep experience in equipping CPA firms to excel as a NetSuite partner. We help you address common concerns such as:

#### **Sales and Marketing**

Many accounting firms are sensitive to actively marketing and selling services, preferring the role of a trusted advisor. As a partner, you draw on NetSuite's decades of experience in midmarket sales and marketing to effectively blend your advisory function with transformative technology services.

### **Partner With The Best**



- Best Accounting Software
- Best ERP Systems Software
- Best Nonprofit Accounting Software
- Best Professional Services Automation Software

#### **Time and Resource Requirements**

Some firms are concerned that a technology practice isn't in its DNA, and that it would take a long time to build. We provide in-depth, hands-on training and enablement to help your team scale rapidly with proven best practices.

#### **World Class Enablement**

Our CPA partner enablement program addresses the educational needs of today's modern accounting firm integrating critical technology and marketing enablement plans, which underscores NetSuite's commitment not just to new CPA firms entering our ecosystem but to our current CPA partners who understand the importance of keeping pace with NetSuite innovation through an ongoing focus on partner enablement

#### **Quantified ROI**

CPA firms naturally think in terms of numbers. We collaborate with you in devising a business plan that benchmarks your objectives, provides flexibility as needed and maximizes your time to value.

For more information on becoming a NetSuite partner, send your inquiry to [cpapartnerships@netsuite.com](mailto:cpapartnerships@netsuite.com).

## Program Benefits

The NetSuite Solution Provider and NetSuite Alliance Partner Programs reward your investment and performance with industry-leading benefits to help you achieve maximum success in your business.

	NetSuite Solution Provider Program	NetSuite Alliance Partner Program
<b>Financial Benefits</b>		
New License Revenue/Margin	30% – 50%	
Recurring Revenue/Margin on Renewals	10% – 30%	
Services & Support Revenue	15%	
Internal Use Products	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Referral Reimbursement <sup>1</sup>		10%
Training Discount	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Sales &amp; Marketing Benefits</b>		
Sales and Business Development Support	<input checked="" type="checkbox"/>	
Real-Time Lead Registration	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Use of NetSuite Logos and Trademarks	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Co-Branded Editions for Your Customers	<input checked="" type="checkbox"/>	
Co-Brandable Marketing Campaigns	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Free Demonstration Accounts <sup>2</sup>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Cooperative Marketing Funds	<input checked="" type="checkbox"/>	
Access to Secure Self-Service Partner Portal	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Technical Benefits</b>		
SuiteAnswers	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Premium Support	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Advanced Partner Support (APS)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sales Engineering/Product Demonstration Support	<input checked="" type="checkbox"/>	
Unlimited Development/Proof Accounts	<input checked="" type="checkbox"/>	
Pre-Release Training	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

	NetSuite Solution Provider Program	NetSuite Alliance Partner Program
Pre-Release Schedules and Documentation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Online Learning Cloud Access	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Accelerated Onboarding Training	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Certification Testing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
SuiteWorld Passes	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Executive Business Reviews	Partners with 30+ employees	Strategic Partners only
Product Webinars	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Quarterly Partner Newsletter	<input checked="" type="checkbox"/>	
<b>Program Requirements</b>		
Experience	Demonstrated sales/implementation experience with accounting, ERP, CRM and/or ecommerce applications	Experience in accounting, finance, ERP, HCM and commerce applications
Dedicated Staff	1 sales representative, 1 pre-sales consultant and 1 functional consultant	Commit to building a practice of at least 6 functional consultants
Signed Agreement and Sales Plan	<input checked="" type="checkbox"/>	
New License Sales Commitment (yr)	\$100,000	
Signed Alliance Agreement		Includes subcontract services agreement that contemplates NetSuite Professional Services as sub to the Alliance Partner.

<sup>1</sup>Referral reimbursement terms and conditions apply.

<sup>2</sup>Demonstration Accounts are limited use with additional terms and conditions.

