

# Resourcing Your NetSuite Optimization Program for Success

You adopted NetSuite (NS) as your preferred cloud ERP solution. The motivation was probably to make managing all your business processes in a single system seamless, global, and flexible. In the hope that in turn, you would get the agility you need to stay competitive in your field. The choice, the motivation, and the hope were all well placed, NetSuite is a great solution that provides all that and more.

However, you are starting to realize that NetSuite does not just 'manage itself', it requires someone with experience to run the systems proficiently. Like most things in life, if you lack the proper skills, you will continue to run into issues and increase your risk of financial and security loss.

## What should you do?

According to a recent survey we ran on LinkedIn, the vast majority of respondents believed they could do more with their NS subscription, they could close their value gaps by improving their system's utilization. In other words, putting effort behind a program of optimization or maintenance work would yield meaningful efficiency and productivity gains for the business.

The main challenge is how to allocate resources to the task and complete the program of work effectively. This article describes the available options, and how they can deliver the outcome. First things first, we need to be clear about the skills you need to make your Optimization Program effective:

Skill	Core Task
Business Analyst	Knows the system, the industry, and the deployment very well
Technical Programmer	Can work with the Business Analyst to write/refine scripts, admin databases, and build and monitor integrations
Solution Architect	Able to see the bigger solution with its interconnected objects, and the steps needed to realize the grander design
Stakeholder Manager	Align and manage expectations of the users and executives, build consensus to support the change needed
User Support	Ensures the day-to-day user level support is addressed so that they keep doing what they need to do at the quality standard required

In any optimization program, each of these skills needs to be present in the team, some you will have, and some you will need. The question comes; "How Can You Resource Your NetSuite Optimization For Success?" To answer this question, you need to understand the considerations to assess the options against the following:

- Completeness of Skills (How many boxes can be ticked)
- Performance Assessment (How to measure value)
- Governance Control (How to provide oversight)
- Ensuring Priority (Ability to prioritize)
- Cost (Value and Return)
- Continuity of Architecture (Maintaining vision within a changing environment)

Let us consider the alternatives, and give some analysis to each area so you can decide which option suits your requirements and organization best.

## #1 - Hiring a NetSuite Administrator

It is tempting to look for a silver bullet resource, a star performer who can be a single trusted agent for change. The

reality is, there are no silver bullets ever, as everyone needs a team to be effective. It is imperative to understand how many of the skills boxes the 'admin' can tick.

### **#2 - Acquire a Freelancer**

Freelancers, or on-demand workers, often have special skills they provide to organizations on an ad-hoc basis. While it is tempting to appoint a freelancer to keep a lid on costs and spot-fix issues, a freelancer would not have a strategic view of what needs improvement, or a pragmatic approach to making your processes efficient. They all seem to be working on other clients when you need them most.

### **#3 - Outsourcing to a NetSuite Partner**

Surely, your licensing partner would have most of the skills needed but they have priorities, and these partners are usually tied to a quota set by the principal and that puts heavy pressure on them to sell more licenses, onboard new customers, hence they are usually not able to fulfill after-market support particularly well.

### **#4 - Directly Engaging with Oracle NetSuite**

Oracle NetSuite has the skills needed, but objectivity is not usually met and the skills normally lack the experience to provide true depth. Additionally, when it comes to ACS or Support, they cannot do any of the work to affect the needed change, so the job falls back to you.

### **#5 - Engaging with a Managed Service Provider**

Managed service providers can parcel up the skills needed in an engagement model that is practical for negating real and potential risks, and in turn allow you to maximize your return on investment. An independent Managed Service provider brings a degree of focus to serve you the client that no other option can beat.

### **Recommendation**

<b>Approach</b>	<b>Completeness of Skills</b>	<b>Performance Assessment</b>	<b>Governance</b>	<b>Priority</b>	<b>Cost</b>	<b>Continuity of Architecture</b>
NetSuite Guru	Mid	Mid	Mid	Mid	Mid	Low
Freelancer	Mid	Mid	Low	Low	Low	Low
Oracle NS Partner	High	Mid	Mid	Low	Mid	Mid
Oracle NetSuite	High	Mid	Low	Low	High	Low
Managed Service	High	High	High	High	Mid	High

NetSuite is a sophisticated technology that requires knowledge and expertise to master. When you have NetSuite integrated into your business as its core operating system, you need the system expertise and know-how to be able to refine, improve and scale it effectively. We hold a firm view that a Managed Services Provider is the most economical, effective, and efficient engagement format for staffing your Optimization Program. The skills coverage, capacity to deliver and price are best weighted to ensure success.

Etter+Ramli is an Independent Managed Success Provider, and being "independent" means we do not take commissions from NetSuite nor have a vested interest in selling a software outcome, we simply bring our knowledge and expertise, along with our focus and passion to every client every day, a focus that means you are optimized for success day in and day out.

If you would like to understand our subscription-based managed services offer and how it can help you get exactly what you need, reach out to [Todd Kimpton](#) our Managing Partner who is a seasoned NetSuite Professional who would love to understand your business in more detail.