**Date**: 12/18/2014

**To**: Professor Wagner, Director of Business Technology Intelligence, New Wave Corporation

**From**: Jay Kaplan, Business Intelligence Analyst, New Wave Corporation

**Project Assignment**: Analysis of New Wave Corporation’s existing business systems and procedures regarding the serious performance problems we are currently experiencing throughout the organization due to our rapid growth and expansion. The company’s systems are not able to grow with the increase in sales due to the type of home grown system that was originally put into place during the previous growth expansion. The home grown system is causing a problem with current procedures because they are not adequate enough to handle the increased activities and transactions. There have been customer and supplier complaints from both upstream and downstream the supply chain. All of these issues have also affected the bottom line, as profitability is not as strong as it had been over the previous profitable growth quarters.

In accordance with the assignment of this project, I conducted the necessary research to produce a report detailing our analysis of current problems and recommendations for an enterprise wide systems solution that will effectively solve our current problems and prepare New Wave Corporation for its continuing future expansion activities.

The specific problems we are seeking to overcome are systems that are unable to grow with an increase in sales, current systems and procedures not able to handle increased transactions, negative trends to profitability, and complaints from both suppliers and customers throughout the supply chain. New Wave Corporation is planning on hiring 1200 new employees globally over the next four years. The current home grown system is unable to effectively manage the additional 1200 new employees over four years on a global scale. The current computer system is not able to manage a single database from multiple locations. New sales offices are forecasted to open up with a focus in the European Union. The company does not have the computing power to correctly track sales and distribution of products across foreign channels. It’s these distribution problems and lack of ability to follow up on sales that is creating problems in the company’s profitability trends.

The new expansion plans include the hire of 1200 new employees within the next four years, the opening of new sales offices in Spain and Australia, increasing profitability across all sales channels, and maintaining a central database of sales, marketing, distribution, financial, and customer information. The increase of 1200 new employees over four years will create an increase of time and resources for human resources and payroll for accounting. The expansion plans will require a central database to serve and maintain sales order processing, customer relationship management, supply chain management, financial and accounting management, as well as logistics and distribution management. The execution of these expansion plans will enable New Wave Corporation to turn its shrinking profitability into gains and higher profits.

**To meet the objectives of the assignment I conducted research focused on the primary suppliers of Enterprise Resource Planning (ERP) systems.**

**What is ERP**?

ERP stands for Enterprise Resource Planning, which is a set of software packages that when bought together form an operational and transactional set of processes and procedures (What is ERP, 2014). The most common reasons for ERP systems is for a company to manage its business processes, increase profits, reduce costs, and provide highly visible dashboards of instantaneous businesses transactions and reports in real time to managers and executives (Castellina, 2012). The different software packages come together to form a real time central database for all divisions and departments to access at any time. The real benefit of an ERP system is a shared central database whose sole purpose is to streamline collaboration and business functions across the entire business (What is ERP, 2014).

Enterprise Resource Planning actually got its start in the manufacturing industry as Manufacturing Requirements Planning (MRP) before transforming into a product for every type of vertical (NetSuite Exposed, 2009). While manufacturing is where ERP began, it’s now used by every type of organization from small mom and pop businesses to multinational organizations. Today’s system’s included not only the basic modules such as Manufacturing, Sales & Marketing, Human Resources, Finance and Accounting, but also business intelligence, companywide business analytics, dashboards for visibility, marketing automation and ecommerce (What is ERP, 2014).

**Why ERP?**

In a 2012 study conducted by the Aberdeen Group, 100 fortune 1000 companies were surveyed about ERP and how it affects their current business (Castellina, 2012). 40% of the respondents were using home grown systems, similar to how New Wave Corporation is currently conducting its own business. The follow up information about companies that have switched highlights the important needs for a sophisticated well reviewed EPR system.

40% of businesses that switched to an ERP system found that they were 42% more likely to have more accurate data (Castellina, 2012). This statistic alone shows that non ERP systems are at a high risk of either under reporting or over reporting many important financial information. In a day and age when legislation and reporting such as Sarbanes-Oxley makes management personally responsible for errors, implementing an ERP system can help prevent inaccuracies. The report goes on to show that other issues businesses without an ERP system face are inventory inaccuracies, lag in accounts receivables, and problems with customer retention (Castellina, 2012). Each of these potential issues can easily be addressed after having implemented an ERP system.

**Benefits of ERP**

The key benefit of an ERP software system is what happens to that data after its entered into the system. The centralization and integration of data, which are the core principles of ERP, show how the data allows the company to move away from information silos and into the world of collaboration and real time information processing (Castellina, 2012). Collaboration across the company eliminates the need to re-enter data at any level and streamlines the process for order processing, logistics, sales, marketing, accounting, and even customer service (Castellina, 2012). The ERP system provides a fantastic way of improving company communications by tracking and forecasting streamlined data across an entire organization.

The new and improved workflows are highly efficient in ERP. It’s where the data is translucent through each step of the corporate processes. ERP provides a common user interface and data engine, where data is managed in one centralized location (Castellina, 2012). This provides a mechanism for management and executives to view the work flows and access instantaneous real time data through customized dashboards, which allow decision makers to react quickly to market changes (Castellina, 2012). The improved decision making is made possible through the ability for ERP systems to provide amazing analytical data packages.

The effect of these benefits will lead to a number of profitable improvements corporate wide. Because ERP provides better accuracy of inventory, there will be lower inventory costs. Sales can now have better real time visibility to inventory and actually sell and ship what is on the shelves. Delivery lead times are now reduced, which helps sales people better manage accurate and timely delivery of orders (Castellina, 2012). These improvements result in improved service and communication to both customers and suppliers. With happier customers, there is a higher rate of repeat orders and lifetime value of customers.

**Cloud ERP vs. Onsite ERP**

There are currently two main choices of ERP systems, either Onsite ERP or Cloud ERP. While the main focus of this project is cloud ERP and why it is the better choice for New Wave Corporation, here are the basic differences of the two systems.

***On-Premise ERP Solutions***: is software that is installed locally on the company’s own servers and then is managed by New Waves Information Technology staff. The ownership costs require large upfront fees due to the purchase of hardware, software, servers and upgrading the facilities to run the package (Cloud ERP vs. On-Premise ERP, 2014). There are also ongoing costs such as certain staff requirements, maintenance of hardware, server rooms and upgrade costs when they are needed (Cloud ERP vs. On-Premise ERP, 2014). Onsite ERP software can be customized based on the individual site’s needs, but any future software upgrades, can either break or overwrite those customizations (Cloud ERP vs. On-Premise ERP, 2014).

***Cloud ERP Solutions:*** is software provided as a service where the data, hardware, and software are centrally located at the ERP vendor. Cloud ERP is accessed through the internet, where the entire suite of services is located in the internet cloud (Cloud ERP vs. On-Premise ERP, 2014). Costs for the cloud are lower because all that is required is the internet and a web browser to access the software. The ERP vendor is the one who hosts the hardware, software and data on behalf of its customers (Cloud ERP vs. On-Premise ERP, 2014). Over time, it is estimated that cloud based ERP solutions can cost half of what an onsite model would cost. Software is continually upgrade by the ERP vendor and released as the upgrades are available without affecting any customizations by the client (Cloud ERP vs. On-Premise ERP, 2014). Cloud ERP often delivers better performance because the internal systems were developed for maximum network performance (Cloud ERP vs. On-Premise ERP, 2014). While real time data is available on both systems, a cloud based system can provide easier access from any internet connection, along with a host of available apps across many devices and platforms (Cloud ERP vs. On-Premise ERP, 2014). During phases of growth, cloud vendors are better equipped to scale and grow a system, whether it's adding users or adding resources.

Cloud ERP systems is not without its own disadvantages, such as security risks, loss of data, who controls the data, connectivity issues, and service level agreement issues. Companies still need to train their employees on how to use the system, this can not only take up time, but also a significant amount of cost that will be sunk as a onetime expense while employees are trained on the new systems. There will also be a culture change as business processes change, employees will have to learn new ways of how their job functions and how the new corporate culture wants them to act.

**Selecting the Right ERP Vendor**

Selecting the right ERP vendor is a very challenging task. According to a whitepaper published by justfoodERP, they detail the types of strategies and questions that companies such as New Wave Corporation should look into before jumping into a decision. The first task is for a company to create a team of individuals who are responsible for making the ERP recommendation to management (How to Grow a Business with ERP Software, 2014). The next step is for each member of the team to familiarize themselves with what is ERP, how it can affect and benefit the company, and its potential challenges (How to Grow a Business with ERP Software, 2014). Once all team members are fully engaged in the process, there is a list of questions that must be considered during the process: (How to Grow a Business with ERP Software, 2014)

* Which system will be the easiest and least expensive to implement and maintain?
* How easily can the software adapt to your changing business processes?
* What do users really want from the new system?
* How easy is it to move the data from the legacy system to the new ERP system?
* How many user licenses will the company need?
* What type of technology platform does the company want to use?

Please keep these questions in mind as the process continues for finding the system that’s the best fit. No system will be perfect and each will have its own tradeoffs. But the system that can meet the most amount of the teams criteria and at the best price will easily appear to be the best fit for the company.

**Introduction to NetSuite**

We chose the NetSuite Company as the best provider of a comprehensive ERP System that would effectively achieve our objectives regarding the implementation of an enterprise wide MIS system for the New Wave Corporation.

Founded in 1998 by Oracle’s CEO Larry Ellison, NetSuite has grown to become one of the most innovative growth companies according to Forbes #2 ranking in June of 2014 (NetSuite Annual 10-K Report, 2014). NetSuite has 20,000 customers across 100+ countries (NetSuite Annual 10-K Report, 2014). NetSuite is a publicly traded company on the NYSE under the ticker symbol “N” (NetSuite Corporate Overview, 2013). Last year, the company generated $414 million dollars in revenue (NetSuite Corporate Overview, 2013). Gartner ranked NetSuite as the fastest growing ERP vendor in 2013, and it’s the only pure cloud vendor in the top 10 and owns a top 10 spot in terms of ERP market share (NetSuite Corporate Overview, 2013).

Founded as a developer of Accounting and Financial reporting software, today NetSuite offers its products as the go to solution for any growing business that wants an integrated application that can actually deliver on intelligence, simplicity, and integration (NetSuite Exposed, 2009). NetSuite offers a broad range of applications for all types of markets. Its products are designed for the Financial / Enterprise Resource Planning, Customer Relationship Management, Ecommerce and Retail Management, Professional Services Automation and Human Capital Management (NetSuite Annual 10-K Report, 2014). NetSuite’s products have been designed to meet the demands of many types of business segments from large to small and from wholesale to retail.

The main product is called NetSuite, which is designed to provide core ERP capabilities (NetSuite Annual 10-K Report, 2014). The NetSuite product is the entry level software product available to all markets (NetSuite Annual 10-K Report, 2014). The NetSuite product module is designed to handle ERP, CRM, PSA, and Ecommerce (NetSuite Annual 10-K Report, 2014). NetSuite OneWorld is the product that is targeted to global businesses. This product has the best pre-customized offerings for multinational and multi-subsidiary divisions. OneWorld offers a single platform to integrated offices split over large distances and in different countries (NetSuite Exposed, 2009). OneWorld module is designed for ERP, CRM, and PSA. NetSuite CRM is the customer relationship management module that integrates with the financial, accounting and ecommerce capabilities (NetSuite Annual 10-K Report, 2014). NetSuite CRM is rather unique in the marketplace as no other product offering in its class can match the financial / ERP, CRM, and ecommerce capabilities as well as NetSuite’s CRM software (NetSuite Corporate Overview 2013). NetSuite PSA is a specialized solution that is used by professional service organizations for the sole purpose of PSA (NetSuite Annual 10-K Report, 2014). It offers unique customization and the ability to integrate many different additional packages to integrate with additional module segments. NetSuite also has an Ecommerce package called SuiteCommerce, which provides a core sales and marketing capability to retail and B2B businesses (NetSuite Annual 10-K Report, 2014).

**NetSuite Technology Benefits**

As a potential customer of NetSuite, there are many concerns about the reliability of a cloud based architecture. NetSuite has their primary servers hosted in their California based data centers, which operates in conjunction with colocation services from CenturyLink Technology Solutions (NetSuite Annual 10-K Report, 2014). NetSuite has disaster recovery servers ready to go in Massachusetts and California (NetSuite Annual 10-K Report, 2014). All servers are Linux based with Oracle databases and applications, which creates an architecture that is both flexible and scalable (NetSuite Annual 10-K Report, 2014). Additional backup data centers are hosted in Texas from RackSpace, and on the east coast through Amazon (NetSuite Annual 10-K Report, 2014). This configuration allows NetSuite to offer customers scalability and growth when their businesses require it. NetSuite guarantees a 99.5% uptime per billing period or the month is free (NetSuite Corporate Overview, 2013). That works out to a promise of less than 4 hours of downtime during the month.

NetSuite is very committed to improving its products through feedback from customers. The company often will offer custom roundtables and even “ride alongs”, where a NetSuite representative sits for a day at a client and gets a feel for how the customer is using the product, where some pain points are and records feedback on improvements (NetSuite Annual 10-K Report, 2014). NetSuite has even made large expenditures on product development and has been increasing its budget in this area over the last three years (NetSuite Annual 10-K Report, 2014). It spent $44 million in 2011, $53 million in 2012, $78 million in 2013, and $95 million in 2014 (NetSuite Annual 10-K Report, 2014). There is even a product offered to third party developers and open source specialists called SuiteFlex, which allows extensions to be built for the service and expand capabilities (Why Businesses Run Better with NetSuite, 2014).

**Why NetSuite?**

NetSuite provides an integrated solution that combines a number core functions across the business. The core solutions of the company are automated through the software, which then creates the ability for business to develop cross functional internal processes (Why Businesses Run Better with NetSuite, 2014). All sales and statistics are made available in real time and readily available on NetSuite's customizable dashboards (Why Businesses Run Better with NetSuite, 2014). As a cloud based service, NetSuite’s subscription eliminates the need to purchase hardware and software upgrades, which creates a low total cost of ownership, because subscription fees a less than typical upfront license costs.

Real time dashboards are provided as role based dashboards, which means that dashboards are customized based on job role and job function (NetSuite Features & Benefits Summary, 2014). The dashboards also offer customized graphical reports and snapshots allowing the user to drill down into the key performance indicators (KPI’s) (NetSuite Features & Benefits Summary, 2014). The system comes with 15 pre-packaged role based dashboards that can be customized using drop and drag capabilities (NetSuite Features & Benefits Summary, 2014). While NetSuite offers 100 different dashboard reports, there is also the ability to create reports from scratch (NetSuite Features & Benefits Summary, 2014). SuiteFlex allows in house developers to create specialized scripts and programs which can create customized functions, processes and applications all based on the NetSuite architecture.

**In Good Company**

NetSuite’s products are not only available as packages, but also each module can be customized to work with each other, or even as stand-alone products (NetSuite Corporate Overview, 2013). Because of this feature, NetSuite works with a number of great companies, across a very large diverse group of industries. Their customers are located in software, manufacturing, retail, ecommerce, nonprofit to name a few. Here is a small list of some of NetSuite’s top clients: Computer Associates, Westinghouse, Go Pro, Roku, Siemens, HP, LexisNexis, TJ Max, Williams Sonoma, Girl Scouts, P&G, QUALCOMM, MetLife, Land O’Lakes, Pitney Bowes, Olympus, Johnson & Johnson, and Groupon.

**Why Did These Companies Choose NetSuite?**

NetSuite asked its top customers why they chose NetSuite and how they have been using the software (NetSuite Corporate Overview, 2013). The top responses were that there was no version-lock when compared to on site ERP. Buying a subscription based product from NetSuite reduced the reliance on a company's IT department because there was no need of an ERP upgrade. NetSuite eliminates the hairball effect of many different applications intertwined. Each product easily integrates with each other seamlessly and affords each client the ability to scale a product quickly and painlessly (NetSuite Annual 10-K Report, 2014). Integration of NetSuite happens in months, not years when compared to in house ERP systems. NetSuite offers a modern, flexible and evolving user interface, that end users enjoy using. Clients also reported that their information technology costs did not skyrocket from implementing NetSuite, as it had when using competitors’ products (NetSuite Corporate Overview, 2013).

QUALCOMM uses NetSuite OneWorld for business management in its international subsidiaries and emerging markets (NetSuite Corporate Overview, 2013). Land O’Lakes was able to expand into international markets in under four months because of NetSuite OneWorld (NetSuite Corporate Overview, 2013). The Girl Scouts uses NetSuite SuiteCommerce for its growth strategy of its online businesses while delivering a seamless and clean web experience for all of its customers (NetSuite Corporate Overview, 2013). GoPro saved $360,000 annually on its IT costs by reducing its on-site ERP solution for NetSuite (NetSuite Corporate Overview, 2013). GoPro reduced its management's response time to changing market conditions by more than sixteen fold (NetSuite Corporate Overview, 2013).

**Ecommerce Platform**

My specific assignment relates to the “eCommerce” system component of NetSuite called SuiteCommerce. First let’s understand what eCommerce is and what an eCommerce platform is. Ecommerce is the single biggest driver of growth in the worldwide marketplace (What is an eCommerce Platform, 2014). According to eMarketer, eCommerce sales in 2014 will reach over $1.5 trillion dollars in revenue (What is an eCommerce Platform, 2014). An eCommerce platform is basically an ERP software solution that allows businesses to sell products and services online (What is an eCommerce Platform, 2014). The eCommerce platform is what the end user will experience when they go onto a website and make a purchase. An eCommerce platform merges a number of important features into one software experience with multiple business applications running in the background. It allows a customer service to view customers across multiple channels, view inventory management across retail and etail locations, and even provides order history on demand (What is an eCommerce Platform, 2014).

The key features of a smart eCommerce platform should be its ability to provide a unification business processes and complete visibility across the company (What is an eCommerce Platform, 2014). The system needs to be able to provide a complete view to customer service that delivers a consistent and accurate real time view of customer interactions, customer history, and inventory management. The eCommerce platform should provide the web user an experience that not only innovates, but also delivers on expectations.

An eCommerce platform today needs to include all businesses units, processes and functions into one platform that provides real time dashboards and offers collaboration among the different business units (What is an eCommerce Platform, 2014). Top eCommerce platforms are able to integrate front end and back end system to create an integration of a unified business environment that can be easily scaled, customized, and provides multiple time saving opportunities (What is an eCommerce Platform, 2014).

**NetSuite’s Ecommerce Platform: SuiteCommerce**

SuiteCommerce is NetSuite’s eCommerce platform which provides an entire eCommerce business the ability to create an Amazon.com like shopping experience and deliver it across any website site, any type of device, to any country, and support every business model (NetSuite SuiteCommerce Brochure, 2014). SuiteCommerce enables B2C and B2B merchants the ability to integrate and connect every step of their sales channels from eCommerce, point of sale, retail locations, manufacturing, distribution, logistics, merchandising, marketing, inventory, financials and customer support (NetSuite SuiteCommerce Features & Benefits Summary, 2014). SuiteCommerce creates advanced web storefronts that allow clients to personalize and customize their sites. The software platform allows businesses to run the same integrated cloud based system from multiple touch points and provides an incredible view into the businesses processes and functions (NetSuite SuiteCommerce Features & Benefits Summary, 2014). NetSuite has a feature called 360 degree view that gives access to all customer interactions and transactions across the entire platform as it happens, and is viewable within its customized dashboards (NetSuite SuiteCommerce Features & Benefits Summary, 2014).

SuiteCommerce gives clients the ability to reach new customers by offering the ability to transform local businesses into global businesses. The software can easily manage many sites with multiple languages, currencies, brands, taxes, and other regional requirements all in one account (NetSuite SuiteCommerce Strong Performer, 2013). The web experience becomes enhanced with the integration of responsive web design capabilities, advanced product imagery, intelligent site search, search engine optimization, customized merchandising and promotion, as well as enhanced website navigation (NetSuite SuiteCommerce Strong Performer, 2013). The system also consolidates and manages all business records in a fluid database that collaborates between marketing and sales channels (NetSuite SuiteCommerce Features & Benefits Summary, 2014). This creates a single record among many different businesses units without duplication.

**Key Benefits of SuiteCommerce:**

There are many benefits to SuiteCommerce that can help any business increase sales, manage customers and suppliers, scale systems and procedures and handle increases in activities and transactions. SuiteCommerce can create high visual and fast shopping experiences that can reach customers on any device and channel (NetSuite SuiteCommerce Brochure, 2014). With its Amazon like shopping experience, the platform can help shoppers find what they want quickly through its search and guided navigation system and even can handle multiple commerce events in different countries, languages, currencies and channels (SuiteCommerce Data Sheet, 2014). The system is easily scalable, and will be able to not only automate order fulfillment, but also increase order fulfillment (SuiteCommerce Data Sheet, 2014).

SuiteCommerce’s optimized shopping experience reports web user’s movements in real time (SuiteCommerce Shopping Experience, 2014). The system will guide shoppers across the sales platform to the shopping cart in an efficient and effective manner. The platform helps shoppers find the exact product they are looking to purchase because of its dynamic search capabilities (SuiteCommerce Shopping Experience, 2014). The software is dynamic in that it can offer customers many opportunities of cross selling products such as bestsellers, high margin products, and related products. This customer interaction during the checkout process leads to a higher order value at checkout. The upsell offers take advantage of online eCommerce trends such as dynamic products imaging, price comparisons and current promotions.

SuiteCommerce has a promotion and merchandising module built into its CRM section, and is able to offer content and promotions based on unique customer’s previous history, such as products viewed, or purchase history. While storefronts can get started with out of the box capabilities, SuiteCommerce allows complete customization, such as unique CSS 3.0 style sheets, HTML 5.0 website code, and programmable web languages such as JavaScript, JQuery and AJAX architectures.

Customers are now able to interact with the web brand across any channel and through any platform, and SuiteCommerce will be able to consolidate all that information into one unique customer profile (NetSuite SuiteCommerce Brochure, 2014). Web users can order a product online and have it picked up in a retail store, or can even walk into a retail store, and have an out of stocked item home delivered. The CRM component of SuiteCommerce tracks in real time customer order history, contact history, contact information, payment methods, and even gives customers real time tracking of inventory, both in the warehouse and in the nearest store front location (SuiteCommerce Data Sheet, 2014). SuiteCommerce can also easily manage global expansion into any country with its ability to support many languages, currencies, and foreign taxes, such as VAT.

The customized dashboards give management an unprecedented, real-time access to a business’s KPI’s, which in return allows executives and decision makers to make not only smarter decisions, but also more timely decisions. The robust analytic tools show website activity in real time, such as cart abandonment, traffic, average order value, and conversion rates (SuiteCommerce Shopping Experience, 2014). This instant activity allows decision makers to act quickly, and create instant promotions or even watch split testing in real time. With a full integration between the web store and the order management system, customers are now able to view their order status in real time, which results in happier customers and lower operational expenses (SuiteCommerce Data Sheet, 2014).

**Potential Problems with NetSuite**

In NetSuite’s annual 10K report, the company discusses a number of potential risks related to their operations. In an effort to show that no vendor is a perfect solution, let’s look at potential problems of NetSuite. The company has never had a profitable year since its inception in 1998 (NetSuite Annual 10-K Report, 2014). The company is projecting $553 million in revenue totals for 2014 and $720 million in revenue for 2015 (NetSuite Corporate Overview, 2013). Its largest majority shareholder is Larry Ellison with 48% of the outstanding shares (NetSuite Annual 10-K Report, 2014). With a market capitalization of $10 billion, Larry Ellison owns almost $5 billion dollars’ worth of NetSuite. NetSuite is prepared to make significant expenditures in development and expansion of the business. Between NetSuite's future revenue explosion, commitments to further development, and Larry Ellison behind the company, there is very little concern for any type of immediate shutdown and loss of data.

What if NetSuite suffers from a security breach or unauthorized access? What type of security does the company have in place? NetSuite has controls in place based on role level access (NetSuite Annual 10-K Report, 2014). Lower level users of the system are unable to access upper level data (NetSuite Annual 10-K Report, 2014). There is also Idle Disconnect in place so when a user steps away for an extended period of time, the system automatically logs them off (NetSuite Annual 10-K Report, 2014). The system also tracks and provides a complete trail of every transaction logged by user login, ip address and timestamp. There is 128-bit SSL encryption for each login, which is the same type of encryption that is used by online banks (NetSuite Annual 10-K Report, 2014). Users can only access the web application and are unable to make changes to the database (NetSuite Annual 10-K Report, 2014). This prevents not only unauthorized access to deleting or corrupting the database, but also ensures enough security that only authorized individuals are able to make underlying changes. IP addresses can be placed in restriction access in order to prevent logging in from foreign locations or even minimize where certain users can access the system from. NetSuite also has a strong password policy, which requires minimum length and complexity, such as numbers, letters and characters, to also logging out a user after an idle period passes (NetSuite Annual 10-K Report, 2014). After a number of unsuccessful login attempts, users are locked out of the system (NetSuite Annual 10-K Report, 2014).

**Conclusion:**

SuiteCommerce has the ability to handle New Wave Corporation’s rapid growth by expanding to new markets and locations without needing to purchase additional site licenses or increasing expenditures in new hardware that would have been necessary with an on-site ERP system such as the current home grown system. The new system will be able to effectively manage customer and supplier expectations with NWC’s new ability to streamline operations and eliminate errors through SuiteCommerce. The new system will be able to handle the increase in activity and transactions globally through one interconnected system.

NWC had an issue that its current yearly profitability was negatively trending. NetSuite will allow NWC to gain a competitive advantage by adapting quickly to changing market conditions and innovating faster as the business changes. The new software packages will decrease the volume of current customer complaints as satisfaction increases through a dynamic and engaging shopping experience. Vendor complaints will also be addressed through improved visibility into the inventory management process. NWC can now capitalize on additional sales opportunities with its new ability to sell more brands and products through a unique single ecommerce platform. Decision makers now have immediate access to one unique view of a customer across all of its sales channel with complete up to the minute business analytics. This will not only improve business process efficiency and communication, but also increase customer and supplier satisfaction through all of New Wave Corporation’s touch points.

At an average cost of $129 per user monthly, plus professional services support, which is equivalent to under $6 a day per user, I highly recommend NetSuite SuiteCommerce for New Wave Corporation’s global retail locations and websites.

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