



# NETSUITE FOR MARKETING/SALES DIRECTORS

New technologies over the past few years have dramatically changed how sales and marketing directors work, as well as the types of experiences that their customers have come to expect. Meeting these new challenges and succeeding in such a rapidly evolving environment will increasingly require sales and marketing departments to manage their efforts via the Cloud; with other organisations already doing so, those that don't can't afford to be left behind.

## Among the challenges that Sales and Marketing Directors are seeing:

- **Need for constant training** – Staying competitive means keeping up-to-date on the latest technologies for selling and marketing, and that means making sure teams are well versed in the tools of today. The cloud makes it easier to provide such training in on-demand and other formats.
- **Emerging new regulatory and compliance demands** – New requirements, such as the EU's General Data Protection Regulation that comes into force in May 2018, mean that directors can't always continue with 'business-as-usual' policies and processes. Their organisations must be ready to respond to such changes quickly, efficiently and effectively.

The sales and marketing world isn't just changing: disruptive technologies these days can suddenly lead to unexpected and entirely new ways of engaging with customers, so adapting alone is not enough—leaders must be prepared to adapt quickly.

For an ever-growing number of sales and marketing teams, the solution to these and other challenges can be found in Software-as-a-Service (SaaS).

Sales and marketing leaders are likely already familiar with the benefits of digitalisation and cloud-based services. But they might not yet realise all of the ways in which SaaS can help them work more efficiently, serve their target markets better and increase their potential revenues.

Here are some of the factors to consider when looking at deploying a cloud-based sales and marketing platform for the first time, or while exploring ways to add new capabilities and services to an existing platform:

**Relevance** – The right SaaS partner can identify solutions for your unique needs.

With thousands of cloud-based applications and services to choose from, sales and marketing directors need to be careful to choose the ones that best serve their organisations' and customers' needs. Not every solution will be relevant to your unique market, so it's vitally important to make sure your SaaS provider is a knowledgeable, reliable and capable partner that can help you identify the ones that are right for you.

**Personalisation** – Analytics and other tools can improve targeting of unique markets.

Your cloud platform should offer more than just software that meets your organisation's needs. It should also provide customisability, scalability and intelligence to ensure the

- **Changing opportunities and obstacles** – The runaway phenomenon of Pokémon Go showed how a location-based augmented reality game could suddenly open up new sales opportunities for businesses in the right locations. However, other technologies such as voice-controlled intelligent digital assistants could make it harder for companies to compete with the preferred providers suggested by, say, Amazon's Alexa or Google Home.
- **Exploding volumes of data** – With so many channels and technologies for engaging with customers, businesses can find themselves with an embarrassment of data riches. However, it's not always as easy to make sense of such information or reap value from it.

solutions you deploy can be tailored to your unique requirements, grow with your needs, and derive insights and value from your business data. Data analytics, for instance, can help you better understand customer behaviour across multiple channels, allowing you to make their experiences more seamless and more personalised.

**Predictability** – Machine learning enables more responsive, predictive interactions.

With the addition of machine learning, predictive analytics and intelligent automation (though we're not at the point of true artificial intelligence yet), SaaS platforms for sales and marketing can help organisations better anticipate customer behaviour, respond to needs more quickly and improve the efficiency of person-to-person interactions with the addition of bots and intelligent digital assistants. Smart, cloud-based software can also help marketing organisations plan

and optimise campaigns, dynamically adapt messaging as circumstances change and better manage potential obstacles such as ad blocking.

### **The Cloud, Sales/Marketing Directors and NetSuite**

NetSuite's cloud-based software for CRM, accounting, ERP and omnichannel commerce can help sales and marketing organisations keep track of activities in real-time, identify new efficiencies and quickly scale functionality as their needs change. By doing so, users can often reap significant improvements in costs and revenues.

Among the NetSuite platform capabilities are real-time sales tracking and inventory updates, integrated process management, real-time financial reporting and built-in business intelligence for performance management. Our solutions also help to eliminate silos and duplicate customer data, enabling leaders to gain a single, business-wide picture of how their teams are performing at any moment.

In addition, because NetSuite delivers these capabilities via the Cloud, all of these insights and capabilities are available to sales and marketing organisations anytime, anywhere, and from any type of device.

To find out more, contact NetSuite on [info@netsuite.com](mailto:info@netsuite.com)

United Kingdom | Phone: +44 (0)1628 774400 | [www.netsuite.co.uk](http://www.netsuite.co.uk)

