



# NETSUITE FOR THE CEO

CEOs play a number of vital roles in their organisations: leader, strategy-setter, steward and primary visionary. Achieving those leadership goals, strategic plans and visions is easier and more effective for CEOs who embrace one of the key enablers of business change today—cloud services.

In the current era of rapid and often unpredictable change, CEOs can find it difficult to keep their organisations relevant, profitable and competitive—corporate upheaval is often just one rival’s innovation or one unforeseen geopolitical or economic development away.

## The top concerns for today’s typical CEO:

- **Fast-changing technology** – Whatever the sector, every business is feeling intense pressure to be as technologically advanced as the competition, if not more so.
- **Rising security threats** – In the past few years, many company names have become associated with major incidents of hacking or other cybersecurity failures. No CEO wants to see their organisation join that fraternity.
- **Need to stay lean** – While the Great Recession is becoming an ever-more-distant memory, the lessons it imparted about the importance of cautious spending and investment still linger.
- **New opportunities** – At the same time, business leaders are hopeful about their prospects for the future around the world—market opportunities continue to abound.

So what do you, the CEO, need to know about Software-as-a-Service (SaaS) and how that can enable your organisation to transform for the digital business era?

It's one thing to know that cloud computing offers so much for any business that wants to serve customers and stakeholders 24/7, from anywhere and via any device. But CEOs must also understand the complete business case for Software-as-a-Service—the financial impacts, risk aspects and other potential competitive advantages.

To fully comprehend all of the business implications of cloud computing, CEOs need to keep the following in mind:

#### **Integration** – The cloud can enable truly global operations.

Organisations that have over time grown from regional or single-country businesses to international ones can sometimes find they've developed 'split personalities' along the way, with every new overseas acquisition or expansion having unique legacy systems and different ways of doing business in their home country. By moving company data and processes onto the cloud, businesses can help bring every regional office or division onto 'the same page', so to speak. This allows companies to handle tasks in a more standardised way, whatever the location, which makes it easier to project a consistent global image that reflects the overall corporate vision.

#### **Security** – The right SaaS solution can keep you up-to-date and safe.

In the past, organisations—large ones in particular—believed the best security came from keeping all of their IT infrastructure,

systems and operations in house, where an experienced team could be relied upon to keep things safe. Doing that is much more difficult today—lean budgets mean equally lean IT staffs who find it hard to stay on top of so many fast-changing technologies, especially those involving today's burgeoning cybersecurity threats. Frequent software updates and patches are the best defence against many types of malware, and the right Software-as-a-Service partner can ensure those are made regularly.

#### **Agility** – Faster responses for better business.

As every CEO knows, the business world can change dramatically overnight. Mobile computing illustrated how quickly customer expectations can evolve with the advent of new technologies. Bots and machine learning are now driving new services and customer service capabilities. And future operations can be radically reshaped by other sudden developments in business markets, national economies or global politics. Whether tomorrow will require a dramatic belt-tightening or a rapid ramping-up of whole new business activities, CEOs can breathe easier if they know cloud computing services are available help their organisations scale up or down as needed.

#### **The Cloud, the CEO and NetSuite**

NetSuite offers cloud-based accounting/ERP, CRM and ecommerce applications that can help CEOs achieve their business visions and strategy goals. In addition, these applications can also help companies lower costs, deploy new services faster and expand into new markets more easily.

With all of NetSuite's services visible in real-time via a single, integrated management platform, businesses also gain a simplified, streamlined way to manage their operational needs, both today and beyond, whatever the future might bring.

Beyond providing state-of-the-art and continuously updated software via the cloud, NetSuite also offers CEOs the assurance of services delivered from multiple, redundant sites, ensuring that business operations can continue uninterrupted no matter what might happen.

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

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