

BATTLE CARD

Oracle NetSuite

Product comparison

Functionality	Competitor	SERP	Description
Database	Oracle DB is mandatory. DB License itself is very costly option with yearly M&S of 23% of DB license value and 4% yearly increase	Optional	Does it require another software for the database?
Email sending and receiving	Needs 3rd party email system , mostly MS Exchange server and complex configuration needed. When extra security and access control is required, you need to install extra MS Active Directory Server or Oracle Single Sign On system for EBS, or an Oracle Identity Cloud Server subscription is needed	Standard	Is it possible to send and receive emails from the system, and is another software required?
Deployment method	Web client is 100% browser based (Windows client is for older systems and not updated)	Client, App and web client	How does the user use the system? Client, web client, App?
Supported OS	Client: MacOS, Win, Android, iOS Server: Win, MacOS, Linux (Extra CData ODBC Driver for NetSuite connectors needed to connect to Oracle DB)	Client: MacOS, Win, Android, iOS Server: Linux, Win, MacOS	What OS can be used to run clients and the server on?
Licensing model	Monthly subscription	Subscription	What is the licensing model (subscription, purchase and maintenance, transaction based, free, other)?
Cloud infrastructure support	Public — NetSuite Cloud Private (old version) — Requires enterprise partners with extra implementation	Public and private, scalable	Can the infrastructure run on cloud?
BI functionality	NetSuite SuiteAnalytics Reporting & Dashboards	Flex.bi	Are there any BI tools available?
Webshop	NetSuite SuiteCommerce: B2B & B2C E-commerce Platform	Module, integrations	How can a Webshop be implemented?
Integration methods	Token Based Authentication system from another 3rd party which requires another subscription along with Oracle SyncApps module REST API is used for reading data mostly	REST API, web requests, file exchange	How can the system can be integrated with other products/systems?
Integration options	Nearly all Oracle NetSuite objects through Oracle Sync Apps	Go to: hansaworld.com	What integrations are available in the product?
Verticals	Same software customized by Oracle NetSuite consultant team, there are also many custom vertical solutions available	Modules, same software	How are verticals developed (same software or integrations)?

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CRM	Built-in	Built-in module	Is CRM available?
Customizations	NetSuite SuiteCloud Platform Customization	HAL	How can customizations be made?
Additional software	Oracle DB, Oracle ODBC drivers for data exchange, MS Active Directory or Oracle Single Sign On Solution	None	What additional software is required to run the ERP (e.g. Active Directory, Share Point)?
Version updates	Automated, optional New release update requires testing Preview Release in Cloud, which is additional task for customers	Automated, optional	How are system updates done?
Languages / localisations	20 languages, 27 localizations <ul style="list-style-type: none"> ▪ Chinese (Simplified) ▪ Chinese (Traditional) ▪ Czech ▪ Danish ▪ Dutch ▪ English (AU) ▪ English (CA) ▪ English (International) ▪ English (UK) ▪ English (U.S.) ▪ Finnish ▪ French ▪ French (Canada) ▪ German ▪ Indonesian ▪ Italian ▪ Japanese ▪ Korean ▪ Norwegian ▪ Portuguese (Brazilian) ▪ Russian ▪ Spanish ▪ Spanish (Latin America) ▪ Swedish ▪ Thai ▪ Turkish ▪ Vietnamese 	37 languages, 42 localizations	Is the product available in other languages and localized in different countries/regions?
Product delivery strategy	Through Oracle authorized partners or cloud subscription directly from Oracle Implementation is complex and it is a process	Through partners	How is the product implemented product and delivered to the end customer?
Upscaling	Through partners or Oracle Cloud subscription	Subscribe and use, unlimited users, localisations	How can the product be upscaled?

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SWOT analysis

Top strengths	Top weaknesses
<ul style="list-style-type: none">■ Extensive partner network■ Oracle brand is well known in the market through Oracle DB usage■ Aggressive marketing strategy	<ul style="list-style-type: none">■ Complex and not so straightforward installation■ Hidden costs from additional hardware requirements and DB or 3rd party integration needs■ Software Lifecycle: Dependence on partners for implementation updates, solution integrity to be checked again through version changes■ Competition with their partners for the same customer
Top opportunities for us	Top threats for us
<ul style="list-style-type: none">■ New economic trends, and tighter budgets justifies more economic solution for TCO, such as Standard ERP having basic modules and vertical solutions in one offering■ Possibility to win customers through faster implementation process (3 times faster on average)■ NetSuite cloud solutions are not unique anymore. Customers are more aware of alternatives so it is easier to present our software to them■ Multi-language, multi-currency solution needs are rising globally	<ul style="list-style-type: none">■ Custom built software from NetSuite partners can have lower price for customers, so it can compete in our price range■ Oracle marketing towards direct customer access■ Oracle partner network is driven to SME solutions like NetSuite as bigger customers are managed by Oracle Cloud team directly, which increases competition for us