



# NetSuite Alliance Partner Program

Experience the SuiteLife With the Leading Cloud ERP

## The NetSuite Alliance Partner Program

offers outstanding growth opportunities for global and regional systems integrators, finance and business advisory firms, and technology consulting providers.

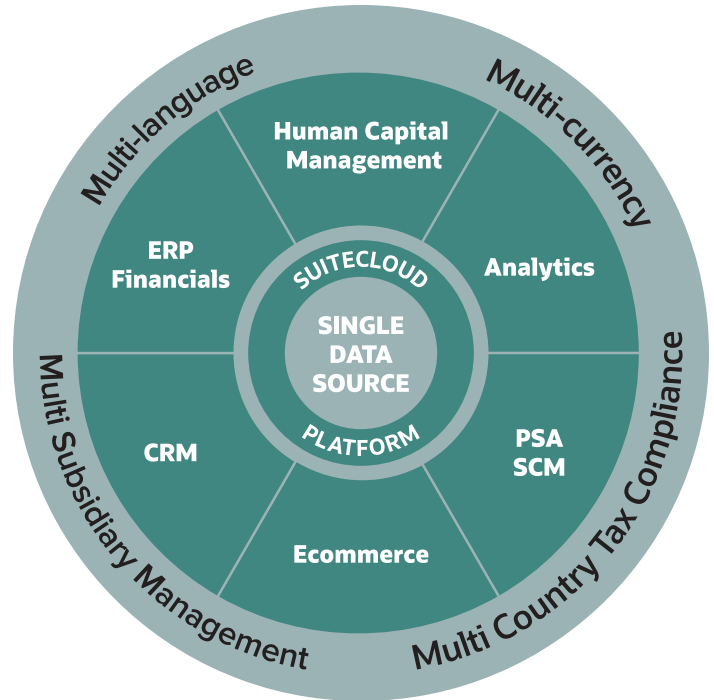
Open to service providers who meet regional minimum requirements<sup>1</sup> as well as provide a combination of the following services in areas of ERP, EPM, PSA, HCM, CRM and omnichannel commerce:

- Effective agile implementation services leading to rapid return on value for our joint customers.
- Repeatable solutions for SMB and enterprise organizations.
- Regulatory compliance, tax and audit advice.
- Business and finance system selection and guidance.

These services are delivered on a core of NetSuite's cloud platform and SaaS applications, meeting the high demand for innovative applications that drive business agility and deliver exceptional time-to-value.

## Welcome to the SuiteLife

When you become a NetSuite Alliance Partner, you'll experience the SuiteLife—our state-of-the-art engagement program. With SuiteLife, partners quickly and easily gain the knowledge and expertise



required to help customers succeed, differentiate their practice and expand their business.

## What Are Some of the Other Benefits That NetSuite Alliance Partners Realize?

- **Extend Your Client Base**  
NetSuite helps you rapidly grow your client base by enabling mutual customers to automate business management processes, reduce IT cost and maintenance, make better decisions, and improve collaboration.
- **Expand Your Service Offerings and Capabilities**  
You can build and earn expertise<sup>2</sup> in NetSuite ERP as well as other adjacent products such

as OpenAir, Commerce, and Planning and Budgeting. Once an expertise is earned, Alliance Partners can expand their marketing efforts by using expertise-specific partner program logos.<sup>3</sup>

- **Grow Your Revenue Stream**

Capitalize on opportunities to cross-sell your products and services while scaling your core assets and methodologies to help customers select, implement and/or continuously optimize NetSuite's #1 cloud ERP solution.

### **What Does It Take To Become a Successful NetSuite Alliance Partner?**

The diverse community of NetSuite Alliance Partners offers a range of services and complementary solutions, while sharing a common vision for accelerating client success. Our most successful partners take the following approach:

- **Cloud-First Innovation**

NetSuite Alliance Partners should have active practices in helping clients achieve digital transformation through cloud-first innovation, coupled with a solid working knowledge of financial and accounting systems, CRM, HCM and omnichannel commerce. NetSuite's training program and role-based certifications help strengthen your expertise to deliver transformational solutions faster.

- **Dedicated Partner Resources**

NetSuite Alliance Partners that create a dedicated NetSuite practice with product certified and industry authorized credentials benefit with closer collaboration in capacity development, business planning, co-selling engagements, go-to-market strategies and

proprietary IP solutions. The commitment pays off with more opportunities and faster return on your investment.

- **Leading Methodologies/Practices**

The NetSuite Alliance Partner Program provides a wealth of opportunities to apply your proven methodologies to NetSuite client challenges. NetSuite training equips you to align your leading practices with our SuiteSuccess customer engagement methodology to deliver enterprise-class solutions in specific industries.

### **What Are Some of the Best Practices to Help Drive a Thriving NetSuite Business?**

Oracle's most successful NetSuite Alliance Partners focus on the following areas to maximize success for their firms and their clients:

- **Vertical/Industry Specialization**

Successful Alliance Partners focus on core industries in which they can best leverage their domain and product customization expertise to deliver value-added solutions and services to a specific vertical market. NetSuite complements your specialization with our industry solutions that help your clients get up and running faster with cloud business management.

- **Repeatable Solutions and Services**

Leveraging the development capability provided through your participation in the relevant programs. Grow your revenue with offerings that extend your services and/or a client's NetSuite environment with additional automation and discrete functionality. Develop and cross-sell BPO or managed services offerings in accounting, tax/audit, HR, commerce, CRM and other areas.

- **Focused Go-to-Market Strategy**

A focused action plan and/or sales strategy that aligns to your vertical/industry specialization is a key tenet that successful Alliance Partners adopt. This go-to-market strategy should align with Alliance Partner in-country resources who efficiently and effectively co-sell with Oracle’s NetSuite field sales team.

### Program Benefits<sup>4</sup>

The NetSuite Alliance Partner Program rewards your investment and performance with industry-leading benefits to help you maximize success in your business.

Financial Benefits	
Referral Reimbursement <sup>5</sup>	10%
Training Discount	30%
Sales and Marketing Benefits	
Alliances Business Development Support	<input checked="" type="checkbox"/>
Access to Partner Portal	<input checked="" type="checkbox"/>
Real-Time Lead Registration	<input checked="" type="checkbox"/>
Use of NetSuite Logos and Trademarks	<input checked="" type="checkbox"/>
Co-Brandable Marketing Campaigns	<input checked="" type="checkbox"/>
Demonstration Accounts <sup>6</sup>	<input checked="" type="checkbox"/>

Technical Benefits	
Development Accounts <sup>6</sup>	<input checked="" type="checkbox"/>
Pre-Release Training	<input checked="" type="checkbox"/>
Pre-Release Schedules and Documentation	<input checked="" type="checkbox"/>
Product Webinars	<input checked="" type="checkbox"/>
Program Requirements	
Experience	Experience in accounting, finance, ERP, HCM, commerce, PSA, EPM, CRM and email marketing applications
Dedicated Staff	Minimum starting practice size of 6
Partner Program Fee	Based on SuiteLife Membership Level <sup>7</sup>
Training & Enablement Fee	Included with SuiteLife

For more information on joining the NetSuite Alliance Partner Program, send your inquiry to [alliancepartners@netsuite.com](mailto:alliancepartners@netsuite.com) or visit the [Alliance Partner Program](#) page.

<sup>1</sup>Please contact Oracle NetSuite to discuss specific regional minimum requirements applicable to your territory.

<sup>2</sup>Subject to qualification criteria described in the NetSuite Alliance Partner Program Guidelines.

<sup>3</sup>Subject to the Implementation Appointment described in NetSuite Alliance Partner Program Guidelines.

<sup>4</sup>Subject to additional terms and conditions as described in the NetSuite Alliance Partner Agreement and associated Alliance Partner Program Guidelines.

<sup>5</sup>Referral reimbursement terms and conditions apply.

<sup>6</sup>Demonstration Accounts and Development Accounts are limited use with additional terms and conditions.

<sup>7</sup>See SuiteLife datasheet for more information, and also contact your NetSuite Alliance Manager for program fee information.

