1 **Complex pricing** with unpredictable long-term subscription costs. Heavy discounts stop after initial term. No discounts on extra modules added after signing.

▶ Have you seen the full NetSuite Price List? Will your discounts be applicable to additional modules added later?

2 **Product upgrades** are notoriously problematic, non-flexible, time-consuming, & expensive. Upgrade testing excludes customizations and partner modules. Flexibility to move or extend the process can cost an extra 30% of annual subscription.

▶ How important is it for you to control when and how fast you upgrade your core business systems without extra costs for flexibility or choice?

3 **NetSuite's support** team is offshore and focuses on features/functions, not guidance and business processes. Support costs an extra 22.5%-37.5% of subscription.

▶ Would you rather have a local partner who implemented your solution and understands your industry, business drivers, and ongoing support issues? Or a remote resource that only knows your latest problem history?

4 **Implementation** is primarily provided by offshore consulting resources at local consulting rates. Fixed-fee implementations quickly lose appeal when customer misses responsibilities (resource commitment/timing) and therefore fixed-fee is forfeited.

▶ Do you want local resources who can implement all application modules from their proposal, working alongside you on critical tasks like system configuration, data conversion, report or analytic creation, system testing, and cutover?

5 **Product portfolio** of shallow core ERP and CRM functionality requiring customers to purchase advanced modules/functionality from acquisitions/partners leading to mix/match, batch integration, different workflows, and no unified data model or UX.

▶ Can NetSuite ERP and CRM modules serve your needs in the short term, or would you rather run a robust and scalable solution that adapts to your key business requirements eliminating the need to renegotiate your solution cost each time?

6 **Positioned** as available and scalable of native Cloud with a modern UX free of on premise pains (i.e. high IT costs, version lock, and disruptive upgrades).

▶ Wouldn't you prefer a solution with choice of deployment models that does not dictate your performance, security, flexibility, and ongoing access to your data?

7 **Demos** showcase flashy role-based analytics and workflow that appeal to LOB not IT buyers. Agile pre-sales resources can quickly fill functionality gaps for demos, but they are not supported in production.

▶ Are all aspects of the NetSuite demo we have seen covered by Support? Can you show us how to configure or customize a report/dashboard/workflow?

8 **Global presence** is expanding with shallow country localizations focused on core sales tax compliance and languages, not country specific legal, accounting, and reporting requirements. Currently, 75%+ of customer base is in North America or English-first.

▶ How important is it for your solution to have a long track history in serving a global market with deep localized functionality with the tried and tested partner network in over 150 countries?

9 **Strong industry** emphasis with SuiteSuccess, a holistic approach using leading practices, tailored industry functionality, and role-based workflow and analytics aimed to get clients live in under 100 days.

▶ Your value proposition to your customer is unique and deserves more than a cookie cutter or one size fit all approach.

10 **NetSuite** is rapidly expanding beyond its core North American base, but NetSuite and Oracle products lack market delineation (much overlap) causing significant market confusion.

▶ Do you want to invest when it is not clear where the NetSuite portfolio of products fits in Oracle's overall product direction and future?

*Key competitive take away*
▶ *What you need to ask when discussing this point with a prospect*