



Integrated Planning, Budgeting  
and Forecasting

## NetSuite Planning and Budgeting for Software Companies



In order to compete on the global market, software companies must have access to tools that pinpoint opportunities for revenue growth, accurately forecast subscription and services bookings, and plan hosting and operating expenses with confidence. Accurate planning and budgeting is critical, without it, they're behind the curve. To grow, software companies need planning and budgeting tools based on centralized plans with connections to corporate financial data, that provide a single version of the truth, robust workflows and a real-time view of performance.

### Key Benefits

- Pre-built integration with NetSuite ERP eliminates data entry errors caused by manual data transfers.
- Eliminate version control issues with real-time collaboration.
- Centralize budget with forecast information, providing a single version of the truth.
- Drill across budget, forecast and actuals to see the impact on company performance.
- Reduce planning cycle times and deliver insights faster for better decision-making.
- Improve forecast accuracy with predictive planning.
- Real-time visibility into company performance.

## NetSuite Planning and Budgeting

Planning and budgeting using spreadsheets is error-prone, less collaborative and unsuited for the complex dynamic planning and reporting required by software companies. The NetSuite Planning and Budgeting solution facilitates both organization-wide and departmental planning with modeling capabilities, approval workflows and reporting within one collaborative scalable cloud-based solution. And with NetSuite's SuiteSuccess solution optimized for software companies, customers get pre-defined functional roles, dashboards, KPIs and business process flows that will rapidly get them up and running quickly.

## Closely Align Revenue Plans with Corporate Objectives

Growth objectives, business drivers and historical data can be integrated to inform your revenue goals. You can reliably forecast monthly and annually recurring revenue (MRR and ARR) streams from new and renewal software subscriptions. Use revenue waterfalls to model recognition timing for subscriptions and services. By incorporating ERP and CRM sales data, you can build a comprehensive view of revenue.

## Accurately Forecast Subscription, Renewal and Services Bookings

Create a holistic bookings forecast that can be easily analyzed in categories such as services, new or renewal subscriptions and by separate business cohorts. Improve the accuracy of subscription sales targets with input from your sales and services teams and use sales capacity scenarios to determine headcount needs to meet quota. Evaluate the variance between sales forecast and actual bookings to guide strategic, mid-plan adjustments.

## Gain Insights from Software KPIs and Continuous Forecasts

Intuitive dashboards let you continuously visualize and explore subscription revenue metrics. Build rolling forecasts that regularly drive financial projections including MRR and ARR, annual contract value (ACV), and average revenue per account (ARPA) to accurately plan investments in marketing, development and sales.

## Plan Hosting, Sales and Operating Expenses with Confidence

Plan your software operations with expense budgets based on targets, roll ups of personnel, and cost-of-sales (COS) data. Add precision to your sales rep compensation and productivity models, and forecast commissions based on varying attainment scenarios. Create reliable budgets of hosting and other operating expenses (OPEX), and determine project capital expenditures (CAPEX) for new and growing data centers.

## With NetSuite Planning and Budgeting

- Accurately forecast, track and adjust your bookings, and project your sales growth.
- Forecast hosting, OPEX and CAPEX.
- Model integrated P&L, balance sheet and cash flow statements.
- Monitor and analyze SaaS metrics continuously.
- Derive insights to increase LTV and reduce CAC.
- Improve bookings and revenue forecast accuracy.
- Create report books for financial presentations.
- Forecast new subscriptions, renewals and services bookings.
- Integrate with Microsoft Office tools with SmartView for slicing and dicing data and ad hoc analysis.