



**Alta Via Consulting**  
We provide the solution



# NetSuite for SaaS Companies

Our experience with multiple projects

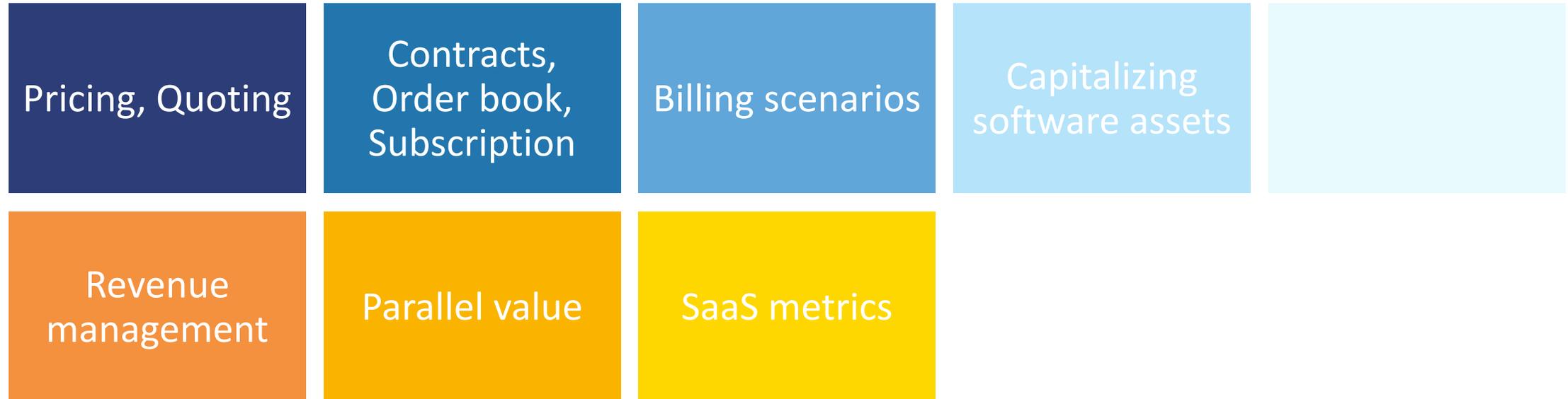
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Partner, Consultant  
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**ORACLE®**  
**NETSUITE**  
Solution Provider



# Topics to cover





## The big questions

How do you offer your SaaS to customers?

- How do you configure and price your offerings?
- How do you quote?
- How do you invoice your customers?

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## SuiteBilling

- External CPQ system (part of your CRM)
- Integration with NetSuite
- Leverage Core NetSuite
  - Sales orders
  - Invoices
  - Revenue
- Subscription plan items with price book info
- Managing subscription within NetSuite
- Billing accounts
- Changes, renewals

## SuiteApps

Built for  
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- Enhance the core with integrated SuiteApps





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celigo

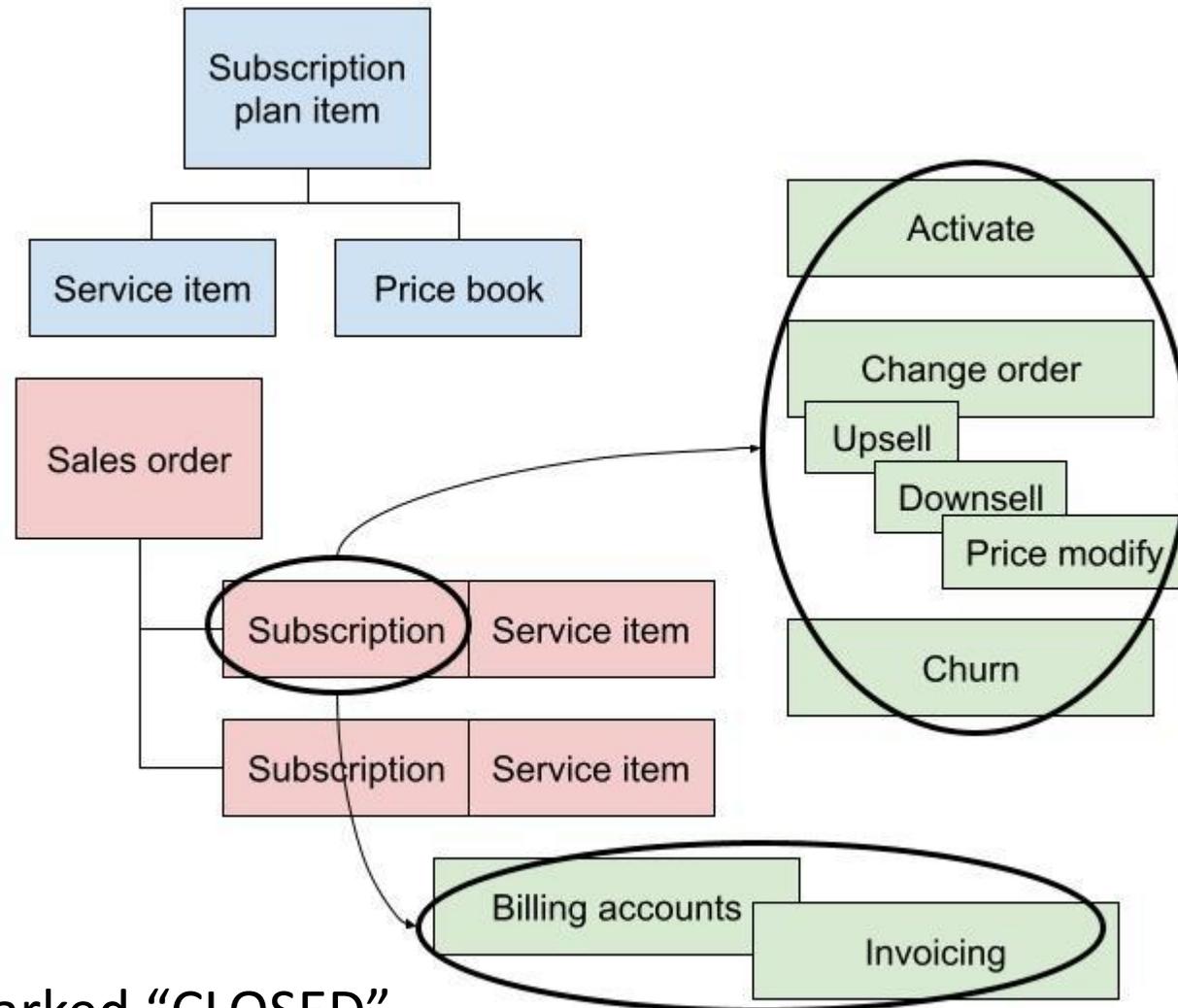
or

**Custom Integration**

- CRM / CPQ tool to be used for quotes and pricing
- Confirmed contracts move to NetSuite

- NetSuite drives revenue
  - Sales order or Return Auths
  - Stand alone Invoices or Credits
  - Straight line, prorate first and last months or using exact dates
- SO can hold billing schedules information for invoicing

# SuiteBilling



- SO is marked "CLOSED"
- Subscriptions drive revenue
- Look out for SuiteTax topics

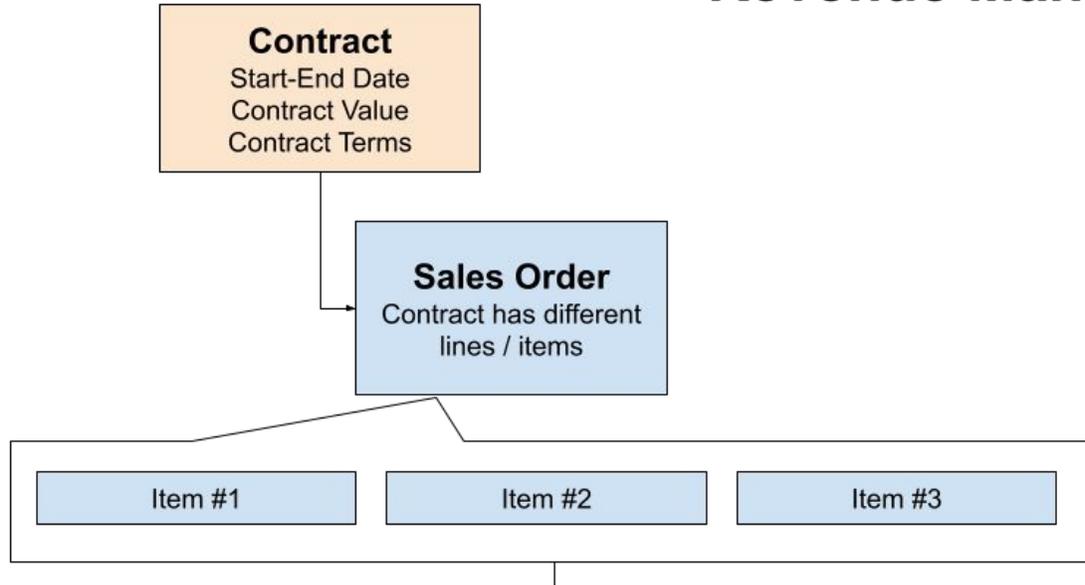


## Billing scenarios

- Billing schedules
  - Schedules (monthly, quarterly, ..) or exact dates
  - Amounts or percentages
- Billing accounts in SuiteBilling
  - Service items: Recurring, One time, Usage based
  - Price book: Tiered or Volume
  - Usage details need to be imported
- Billing operations
- Third party solutions offer flexible options



# Revenue Management



**Contract Value = EUR 3.6 M**

**Start-End Date = 01 July 2021 to 30 June 2024**

**Billing Terms = One Upfront, One in Year 2**



## Multi-book and Revenue

- Revenue management is book specific
  - Revenue recognition
  - Movement between deferred revenue and unbilled receivables
  - Also FX

Sales / Pricing   Accounting   **Revenue Recognition / Amortization**   Related Records   Communication   Preferences   System Information   Custom

### Advanced Revenue Recognition

ALLOCATION TYPE: Normal

PERMIT DISCOUNT: [ ]

DEFAULT AS DELIVERED

ITEM REVENUE CATEGORY: [ ]

HOLD REVENUE RECOGNITION

REVENUE RECOGNITION RULE \*: Default One-Time Direct Posting

REV REC FORECAST RULE \*: Default One-Time Direct Posting

REVENUE ALLOCATION GROUP: [ ]

CREATE REVENUE PLANS ON: Revenue Arrangement Creation

DIRECT REVENUE POSTING

ELIGIBLE FOR CONTINGENT REVENUE HANDLING

FOREIGN CURRENCY ADJUSTMENT ACCOUNT: [ ]

### Accounting Books •

ACCOUNTING BOOK	CREATE REVENUE PLANS ON	REVENUE RECOGNITION RULE	REV REC FORECAST RULE	SAME AS PRIMARY BOOK REV REC
IFRS Secondary	Revenue Arrangement Creation	Default Standard	Default Standard	<input type="checkbox"/>
Spare Third	Revenue Arrangement Creation	Default One-Time Direct Posting	Default One-Time Direct Posting	<input checked="" type="checkbox"/>

Navigation Shortcut Group

Revenue Management

Setup

- Tasks
- Contacts
- Customers
- Billing Schedule

Transactions

- Invoice Sales Orders
- Create Rev Rec Journals
- Post Vendor Bill Variances

Reports

- Revenue Forecast
- Deferred revenue rollfor...
- Customer Deferred Rev ...
- Billing and Revenue Re...

KPI Meter

Sales



Tiles

**\$59,600,460**  
Annual Recurring Revenue

**\$4,966,705**  
Monthly Recurring Revenue

**\$37,110**  
Upsell ARR YTD

**\$120,900**  
Downsell ARR YTD

SaaS Metrics

TOTAL CONTRACT VALUE

**\$5,372,976**

CHURN REVENUE

**\$0**

CHURN RATE

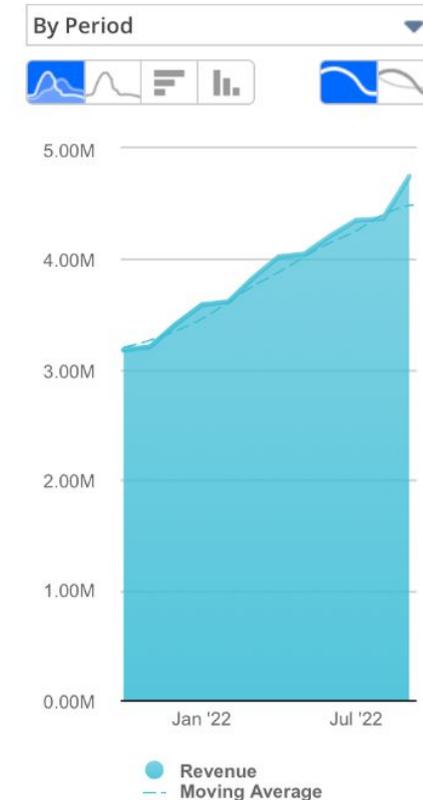
**0.00%**

RENEWAL RATE

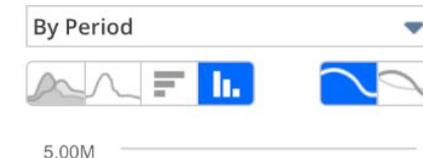
**100.00%**

INDICATOR	THIS MONTH	LAST MONTH	THIS FQTD	LAST FQTD	THIS FYTD	LAST FYTD
Total Contract Value	\$5,372,976	\$4,468,757	\$13,544,307	\$14,404,914	\$41,671,368	\$41,630,846
New ARR	\$13,312,070	\$3,185,990	\$19,790,800	\$14,045,000	\$47,198,590	\$10,462,360
Upsell ARR	\$3,200	\$33,910	\$37,110	\$0	\$37,110	\$96,720
Downsell ARR	\$42,400	\$78,500	\$120,900	\$0	\$120,900	\$672,000
Churn Revenue	\$0	\$19,200	\$76,800	\$1,272,000	\$1,900,800	\$1,435,200
Churn Rate	0.00%	0.03%	0.19%	2.79%	15.33%	2.92%
CAC	\$8,827	\$12,010	\$14,347	N/A	\$38,226	N/A
LTV	\$425,718	\$488,528	\$188,609	\$473,020	\$107,003	\$198,668
LTV:CAC Ratio	N/A	25.85	5.41	N/A	0.08	N/A
Renewal Rate	100.00%	99.97%	99.81%	97.21%	84.67%	97.08%
Average Selling Price	\$4,259	\$3,938	\$4,123	\$4,049	\$4,092	\$4,490

Revenue By Period Trend



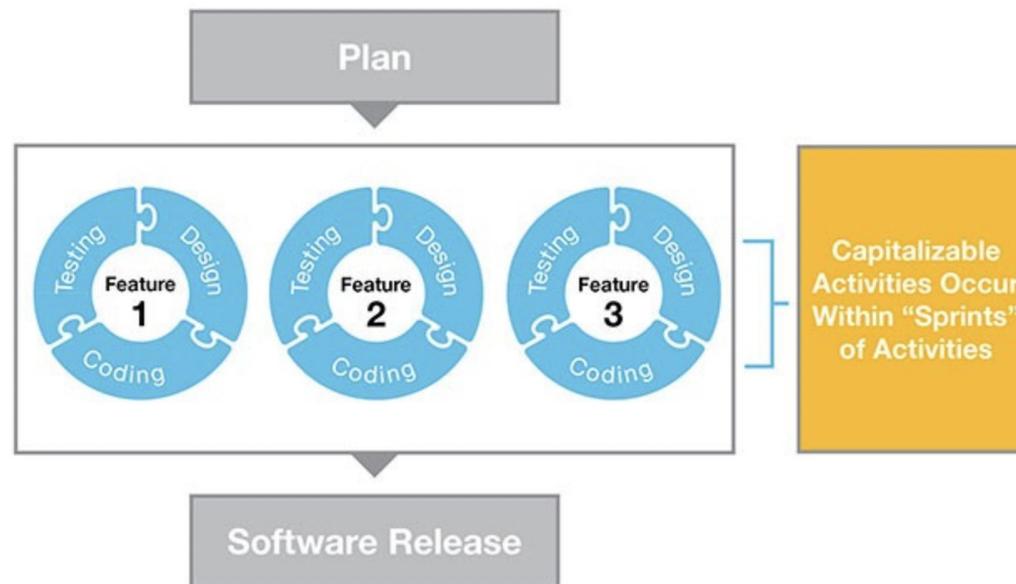
Income By Period Trend





## Capitalizing your software

- Allocations, Amortizations
- Internal product dev project costs
  - Labor costs, post time
  - Expense reporting
  - Vendor bills
- Capitalize costs as fixed assets





# Takeaway

## CPQ

Detail the mechanics of your SaaS offerings

## Billing

Consider how you compute customer invoices

## Revenue

Your revenue management requirements

## Metrics

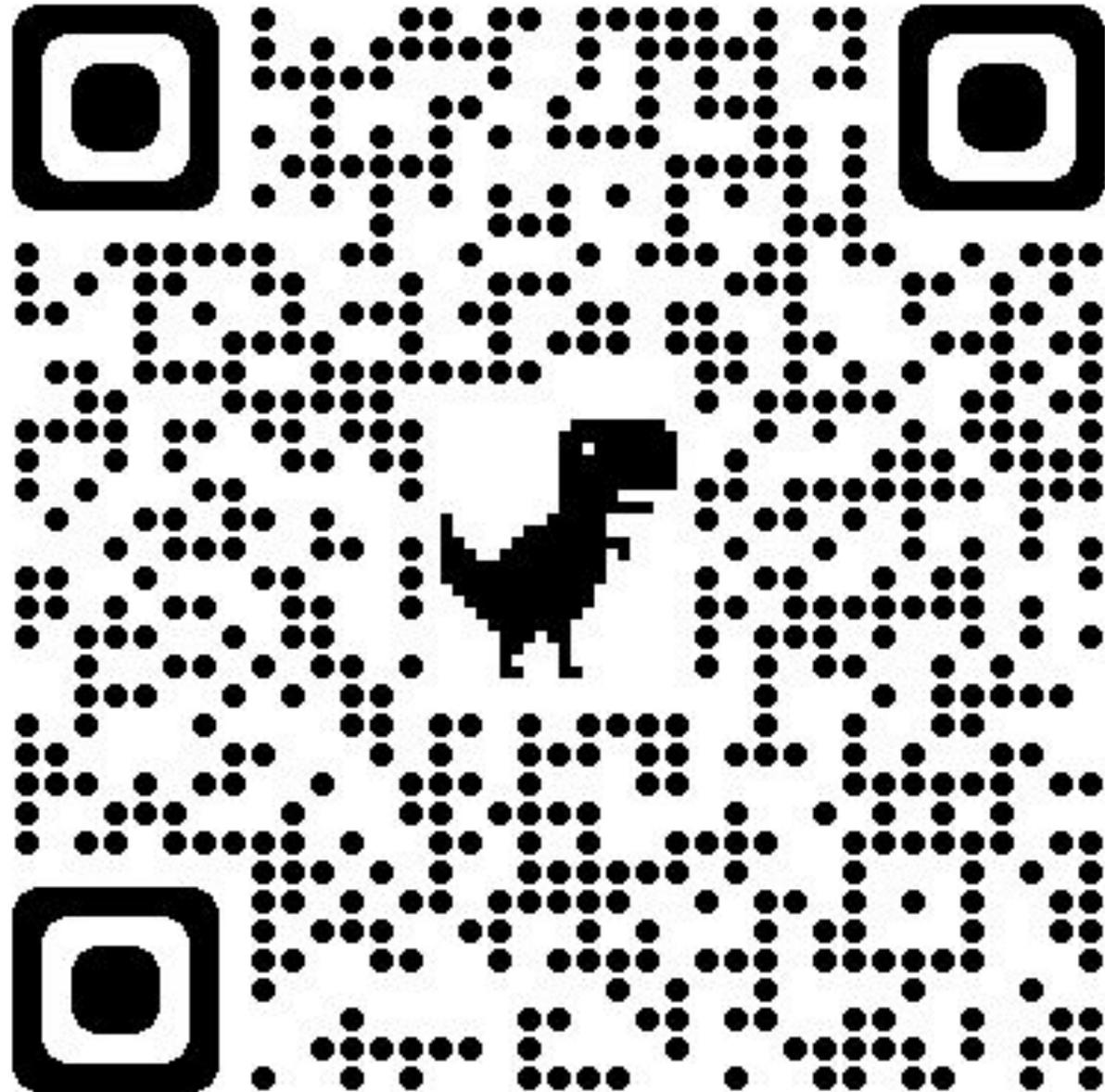
Plan your data model per reporting needs



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**2** STAR AWARD  
2020 \*\*

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**Thank you!**



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