



Alta Via Consulting
We provide the solution



NetSuite for SaaS Companies

Our experience with multiple projects

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ORACLE®
NETSUITE
Solution Provider



Topics to cover

Pricing, Quoting

Contracts,
Order book,
Subscription

Billing scenarios

Capitalizing
software assets

Revenue
management

Parallel value

SaaS metrics



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

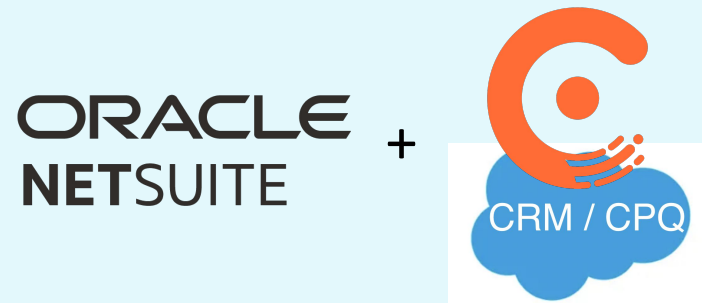
SuiteApps

Built for
ORACLE
NETSUITE



- Enhance the core with integrated SuiteApps





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

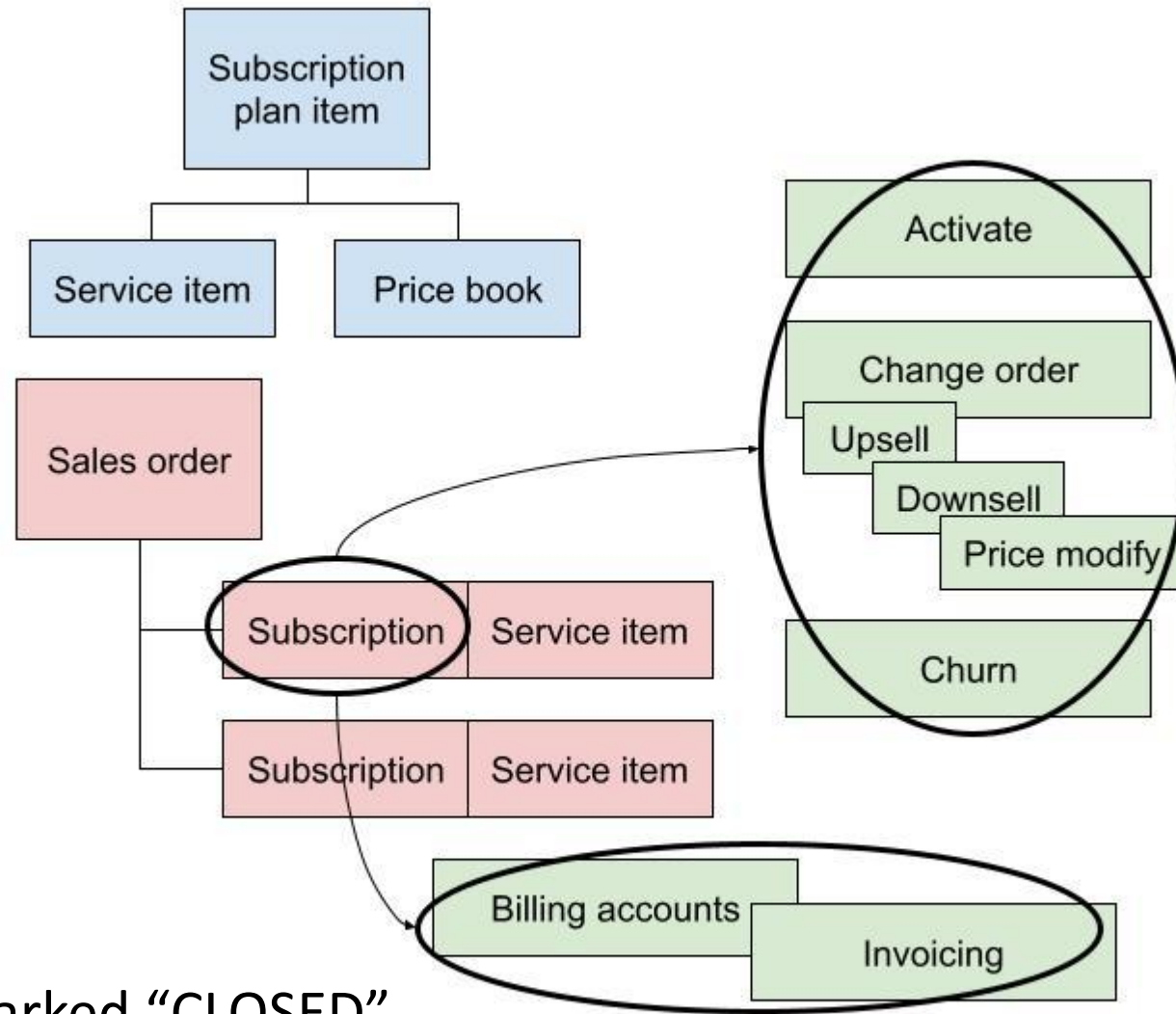
celigo

or

Custom Integration

- 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

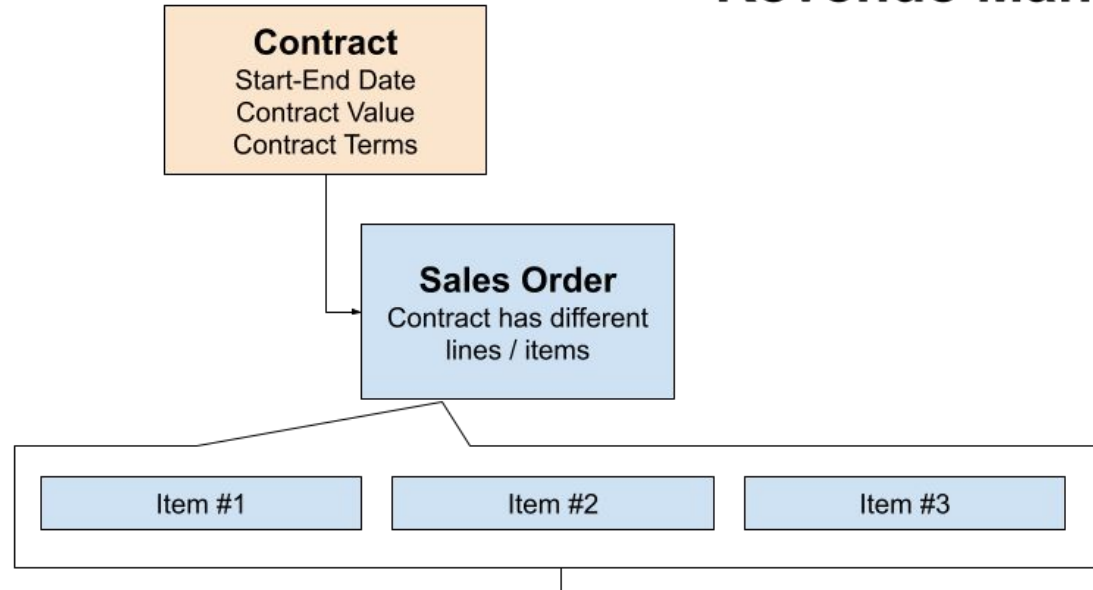


Billing scenarios

- 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...

Tiles

\$59,600,460
Annual Recurring Revenue

\$4,966,705
Monthly Recurring Revenue

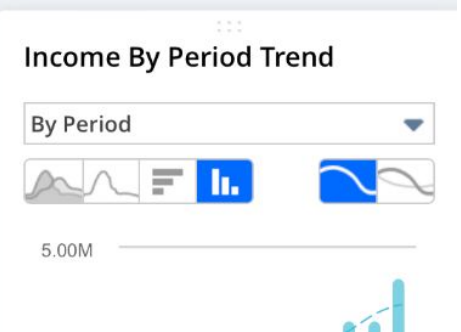
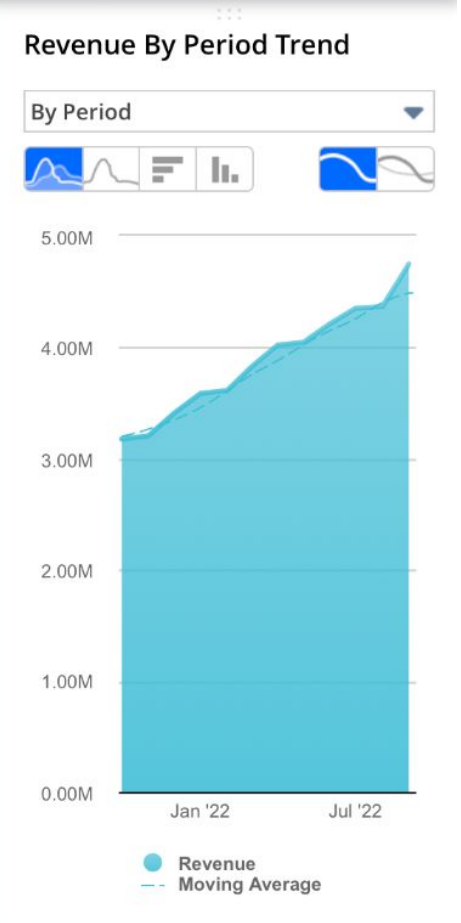
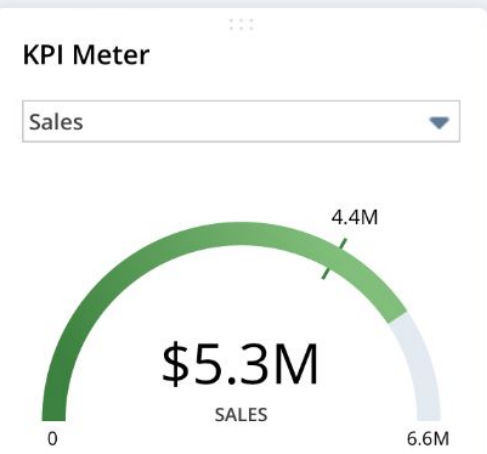
\$37,110
Upsell ARR YTD

\$120,900
Downsell ARR YTD

SaaS Metrics

TOTAL CONTRACT VALUE	CHURN REVENUE	CHURN RATE	RENEWAL RATE
\$5,372,976	\$0	0.00%	100.00%

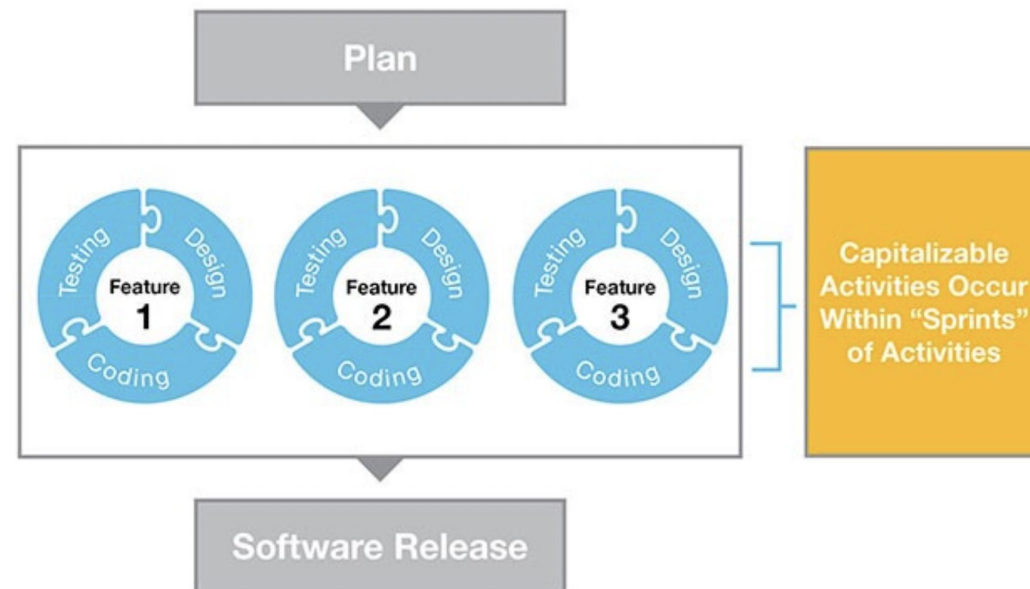
INDICATOR	THIS MONTH	LAST MONTH	THIS FQTD	LAST FQTD	THIS FYTD	LAST FYTD
Total Contract Value	\$5,372,976	\$4,468,757	\$13,544,307	\$14,404,914	\$41,671,368	\$41,630,846
New ARR	\$13,312,070	\$3,185,990	\$19,790,800	\$14,045,000	\$47,198,590	\$10,462,360
Upsell ARR	\$3,200	\$33,910	\$37,110	\$0	\$37,110	\$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





Capitalizing your software

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





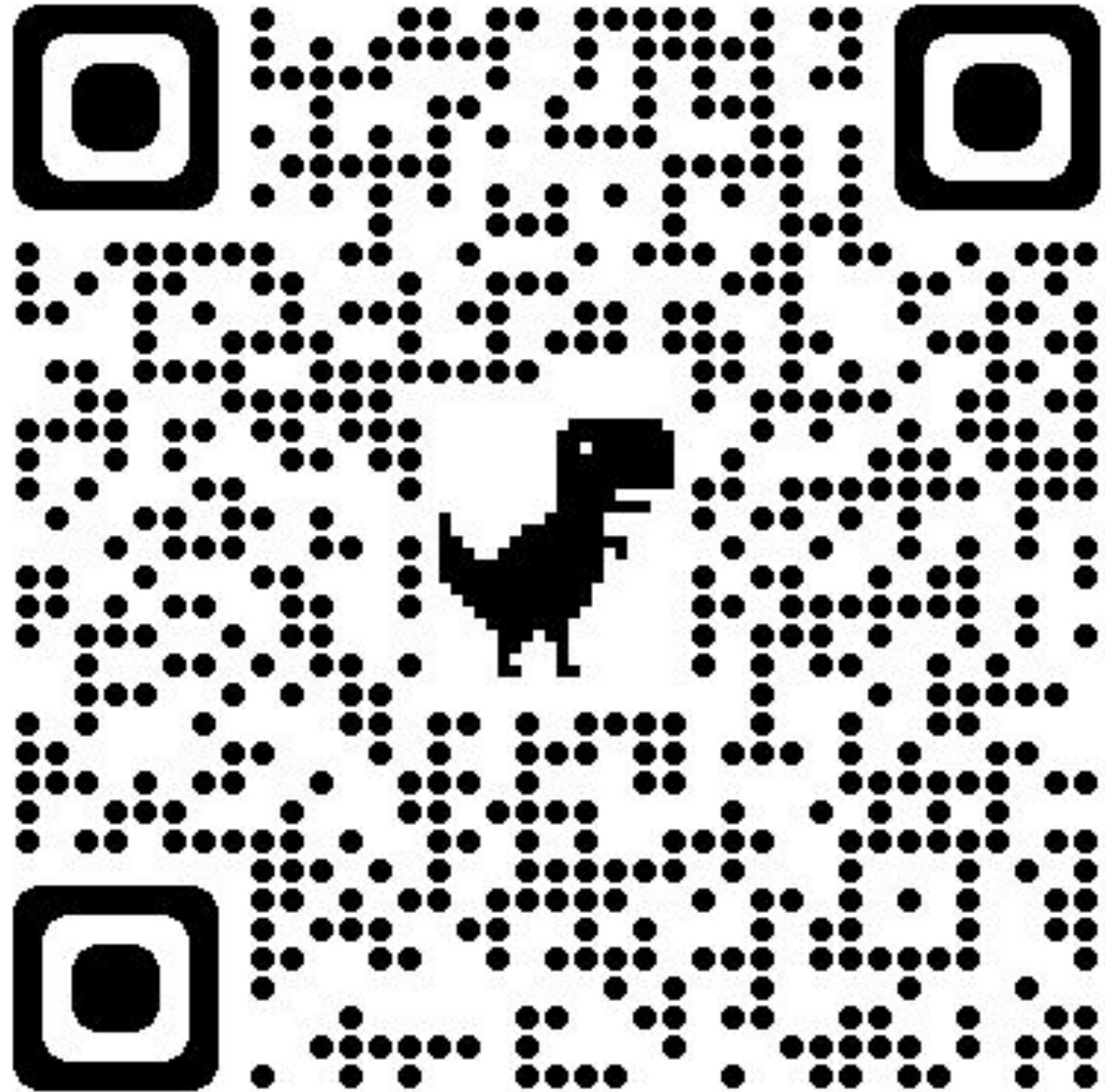
Takeaway





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We provide the solution

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2 STAR AWARD
2020 ★★

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SuiteCloud Developer
Network

Thank you!



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