



NETSUITE FOR EMERGING FOOD AND BEVERAGE COMPANIES



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While software startups have overwhelmed Silicon Valley, what many don't realize is that a different industry is on the rise—food and beverage. As the global economy continues to grow and technology continues to advance, growing food and beverage companies are finding themselves more equipped and better positioned than ever to prosper.

Yet, these food and beverage companies face unique barriers to growth when compared to their software startup counterparts. Emerging food and beverage organizations need to act big to play in the big leagues. With the help of new sales channels—such as online—the little guys can keep pace with the big players in the industry. That said, as food and beverage companies enter the competitive space, more and more see not only the importance of

acting big in their sales channels and reach, but also acting big in their technology practices. To achieve growth goals and truly compete, growing food and beverage businesses need to equip themselves for long-term success with back-end technology to accommodate every step of the journey.

One of NetSuite's central goals is to create a system that fits the needs of companies of all sizes. With 20 years of best practices and more than 16,000 customers around the world, NetSuite has built a solution that can accommodate a business' operations from Day 1. As growing food and beverage organizations continue to emerge, there are a number of reasons they turn to NetSuite over entry-level solutions like QuickBooks:

Proven: Given NetSuite's long-standing history with businesses and users spanning the drawing board to the boardroom, its solution has been built with the leading best practices for food and beverage in mind to ensure success.

Agile: With change happening every day, food and beverage companies need technology that keeps pace. With 20 years of best practices pre-built into the solution, NetSuite is configured out of the box with KPIs, reports and access every role needs to get up and running quickly but is simultaneously customizable to accommodate changing business needs.

Tailored: NetSuite is built for the food and beverage industry and comes with industry-specific functionality, built-in business process flows and value-driven dashboards and metrics to accommodate food and beverage business processes every step of your journey.

Cost-effective: Unlike some more established food and beverage companies, emerging food and beverage organizations have the unique ability to start in the cloud and grow in the cloud, allowing for cost-savings from Day 1. Cloud delivery eliminates on-premise IT costs and provides automatic updates, so software

is always current—unlike NetSuite's on-premise counterparts which require on-site data centers and costly system upgrades to stay current with the software.

Flexible: Regardless of any change in operations—whether the sales channel or the production facility—NetSuite has the flexibility to support it. As a true cloud solution, NetSuite is updated in real-time and is available online anytime, anywhere.

Scalable: NetSuite provides a single, unified business management suite, encompassing ERP/financials, CRM, inventory and order management, ecommerce and more, that grows with you at every stage while accommodating changing business needs. Starting a business on QuickBooks may make sense, but the reality is that all growing businesses quickly find themselves in need of functionality QuickBooks simply cannot provide. Equipping the organization with a business system that can accommodate every phase of growth enables long-term success.

Trusted: With 20 years of experience in cloud ERP implementations and more than 16,000 customers, NetSuite is proven and trusted as the #1 Cloud ERP.

The Bottom Line

Growing food and beverage businesses seeking a solution to stay with them for the long haul should seriously consider NetSuite as a long-term investment that will grow with them, accommodate their changing business needs and provide them with the most current functionality to capitalize on new markets.



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