

## Cash for Clunkers 2.0?

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A few weeks ago in this space, I wrote about the Cash for Clunkers Program, which depending on whom you believe, is either a raging success in moving lot inventories, or a bureaucratic nightmare for auto dealers trying to get their promised reimbursements from the government.

I suspect it's probably a combination of both. But that's certainly fodder for a future column.

Last week, online solutions provider NetSuite debuted its own version of cash for clunkers, a program designed to instill incentives for businesses to scrap their on-premises software in favor of NetSuite's cloud computing model.

Under Netsuite's program, new users that toss their on-premise servers in the circular file or trade in their legacy software receive \$500 off every \$5,000 they invest in NetSuite. NetSuite claims that it's the first "cloud" provider of CRM applications to launch a program such as this.

Currently the program is running in the U.S., Canada, Australia and the U.K.

According to the San Mateo-based company, the eventual goal of the program modeled after Cash for Clunkers is to help customers "with aging and inefficient enterprise solutions platforms make an informed and responsible switch to a newer, more powerful, and more energy-efficient solution."

That's marketing speak for "if you switch to our product, you'll save money on fixed overhead expenses like energy costs" - a not-so-veiled shot across the bow at larger and not coincidentally, higher-priced competitors such as SAP, Microsoft and Sage.

Cash for Clunkers is in fact, simply the latest push by NetSuite to lure customers from entities such as Sage, evidenced by a recent program offering Sage partners an opportunity to resell NetSuite's Web-based accounting software with a 50 percent revenue share split for the first 12 months.

Under the NetSuite deal, Sage channel partners will receive training customized for Sage implementation experts to familiarize them with NetSuite's accounting, enterprise resource planning, customer relationship management and e-commerce software.

That deal come on the heels of the closure of Dallas-based MIS Group, one of Sage's largest resellers, which shut down in July, and several months earlier, across-the board job cuts of some 500 employees by Sage North America.

Time will gauge the effectiveness of NetSuite's innovative campaign, but if it's a success, perhaps they'll have some ideas on ObamaCare.