



My Customer (UK)

NetSuite adds Social ERP to Social CRM

By Stuart Lauchlan

- NetSuite is not just doing Social CRM, but Social ERP
- Integration with InsideView to add new capabilities

NetSuite has become the latest Cloud vendor to pump up its social networking capabilities by tying up sales intelligence firm InsideView to create a so-called social intelligence platform.

The idea is that a new offering - InsideView for NetSuite - will pull intelligence from social networking sites, such as Twitter and Facebook – into CRM and ERP systems, adding Social ERP as well as Social CRM to the Cloud lexicon. Typical uses would involve identifying a 'social buzz' around a particular product or launch, and creating an appropriate reaction to it while staying on top of supply chain and service issues, or letting sales teams uncover new customer engagement opportunities by studying key business and industry events.

“Our expanded partnership with NetSuite underscores the increasing relevance of social data throughout business operations,” said Umberto Milletti, founder and chief executive officer of InsideView. “NetSuite is leading the charge by making social intelligence available to its entire user base to drive significant business efficiencies.”

The benefits to customers from the integration are said to include:

- The ability to proactively monitor the financial health of customers and partners to assess payment risk and improve collections processes
- The ability to leverage social media “buzz” to gauge suppliers’ brand reputation, customer satisfaction, and service levels and assess supply chain risk
- The ability to improve high-end selling through social and business connections to C-level executives

- Being able to help sales professionals uncover new customer engagement opportunities faster with alerts on key business events
- Integration of social profile information to engage job candidates across multiple channels, including Facebook, LinkedIn, Twitter
- Increasing cross-enterprise productivity by tapping into accurate, relevant and timely business insights directly within the NetSuite user interface

“InsideView is an excellent example of how a partner can leverage SuiteCloud to optimise business processes across the company,” said Guido Haarmans, vice president, SuiteCloud Developer Network of NetSuite. “The social intelligence delivered by InsideView provides the tools for companies to significantly increase sales productivity, and improve billing, procurement and recruiting efforts for our customers.”