



Australian Reseller News
March 23, 2009

NetSuite Tracks Down Partners for Platform-as-a-Service

By Julia Talevski

NetSuite has taken the wrappers off its SuiteCloud Developer Network 'platform-as-a-service' providing ondemand products, tools and services.

Marketing manager, Dan Wilmott, said the offering allowed NetSuite to reach out to new partners and extend its offerings.

"We're opening up the platform to specific developers so they can go and further tailor the product to specific markets," he said. "For example in Australia, you can develop a product that will be compliant in terms of GST reporting and all the other accounting standards you would need in that market."

The network will offer closer coordination between NetSuite and partners on joint product roadmaps, comprehensive technical services including architectural guidance, solutions engineering, technical training and support along with a portal for technical resources such samples and developer tools. It also incorporates go-to-market planning and co-marketing support along with co-op selling opportunities.

Two partners have been added into the developer network so far: Online One and ePayroll.

"The reasons we brought on ePayroll and OnLine One is they provide functionality NetSuite doesn't ordinarily offer," Wilmott said. "We get a lot of feedback from our customers saying they would really like our application to do certain things. We will go out and see if there are people in the market to develop it or if we can do it ourselves."

For example, OnLine One provides asset management, which is something the NetSuite product does not offer as a standard application. ePayroll has developed a payroll functionality that integrates well with NetSuite. Wilmott added the company was looking to integrate with partners at an A/NZ and global level.

"We're constantly engaging with the partner community because they are the experts in their field and we're looking to tap into their knowledge," he said. NetSuite was strong in certain verticals including wholesale, distribution, manufacturing, e-commerce, retail, professional services, IT service verticals and the software industry, Wilmott added.

"This whole program will allow us to go into verticals we previously wouldn't have targeted because we're leveraging the skill sets of other developers and partners to develop the necessary functionality for us to offer the standardised NetSuite product," he said.

OnLine One sales and marketing director, Don McLean, said the partnership allowed the company to develop modules within NetSuite.

"We can provide a service to NetSuite customers in Australia," he said. "It's the only application that we know of that's tried and tested, which goes all the way from your front-end CRM web applications right through to the balance sheet. It's full ERP."

ePayroll channel manager, Gary Bigelow, added the NetSuite offering matched its SaaS strategy along with its SMB focus.