

A photograph of three business professionals in an office setting. On the left, a man's profile is partially visible. In the center, a woman with brown hair and glasses smiles. On the right, an older woman with blonde hair and glasses is shaking hands with the man. The background shows office windows and a whiteboard.

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BUSINESS GUIDE

Five Reasons You Should Become a NetSuite Cloud ERP Reseller

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Read Time: 3 minutes

Five Reasons You Should Become a NetSuite Cloud ERP Reseller

Accelerating growth can seem complex, particularly the process of evaluating and adding new products and services. Picking one that helps you retain current customers and attract new customers (given finite resources) is a challenge. NetSuite can be your simple solution to reignite growth in your practice, maximise the efficiency of your team, and increase revenue and profit.

Here are five reasons solution providers seeking growth should partner with NetSuite:

1. Meet the Needs of Growing Customers

As companies start to grow, expand internationally, or encounter more complex financial reporting requirements, they require a more robust solution to manage their business. Your ability to accommodate their growth is key to retaining them as a client in the future.

Clients who are outgrowing their current solution may be relying on manual processes or spreadsheets, turning to standalone point applications, or are using an outdated legacy ERP to run their business. They may be experiencing slow month-end close processes, difficulty in accessing the reporting

needed to make decisions, or an inability to manage new revenue streams. Fast-growth clients often need a more robust solution to add new sales channels, product lines, or expand internationally. They will require an integrated system that centralises and automates accounting and supports other key functions.

NetSuite provides a scalable solution for sophisticated financial consolidation, automating key accounting processes with real-time visibility across the business.

In addition, NetSuite offers a “Suite” of solutions that can be added as needed including CRM, ecommerce, HR, manufacturing, supply chain management, and more. Customers can access NetSuite’s cloud-based system at any time, on any device, and updates automatically, so they are always running on the latest version.

2. Unlock Practice Growth

To grow your business, you need to provide the right solutions and services that keep your current customers happy and attract new customers. In addition, you need the resources to support growth, which can mean adding more people or squeezing more efficiency out of your current personnel.

If your practice supports an application like QuickBooks, your best customers will eventually need additional functionality. Other business packages, like Microsoft Dynamics, are actually a collection of individual applications for CRM, financials, HR, etc., making them difficult to configure and customise. This complexity requires highly specialised tactical resources, focused on programming and maintenance, taking away from strategic headcount focused on growth.

NetSuite, the world's leading cloud ERP, unlocks the opportunity for growth by providing functionality across the business on a single cloud platform that scales with your customer's own growth.

With NetSuite, you can start customers on simple yet sophisticated financial system and expand functionality across the suite as needed. NetSuite's unified approach to ERP is built around a single data source, eliminating the need for complex configuration and simplifying customisation. In addition, NetSuite has packaged experience from tens of thousands of deployments worldwide, across industries—including manufacturing, wholesale distribution, nonprofit, retail/ecommerce, food and beverage, professional services, software—into SuiteSuccess Industry Editions.

SuiteSuccess delivers leading practices by industry in a pre-configured package, enabling customers the opportunity to get up and running quickly, while increasing efficiency.

3. Develop Your Own IP

Partners can generate additional revenue source by delivering solutions that address the needs of customers in a specific industry. One common approach is to implement a “point solution” like Fishbowl, a manufacturing and inventory management application for QuickBooks. However, point solutions like these can create data islands, making it impossible to get real-time reporting and a full view of the business. Another option is for the partner to develop a customised solution built into the customer's existing ERP system, addressing the needs of a “microvertical.” However, this unique functionality can be complex to develop, requiring custom APIs to gather data from disparate applications. The ongoing maintenance can be significant as many customisations must be reconfigured with each application update.

These “SuiteApps” are carried forward with all NetSuite upgrades, allowing partners to spend more time building new functionality into their solutions and less time fixing what they already built.

With NetSuite, partners can build out new functionalities by individual business need or microvertical industry directly on the NetSuite platform in the cloud, accessing NetSuite's single data source. The result, partners are driving incremental high margin revenue by creating solutions across a variety of industries such as micro-breweries, solar installers, pharmaceutical and bio-tech companies, oil and gas services, healthcare management groups, and more.

“Our partnership with NetSuite has been key in boosting our clients’ competitiveness by providing them with the powerful and flexible IT capabilities they need to grow and prosper. By doing that, we too have grown and are prospering.” Ian Irwin, Managing Director, NoBlue

4. Become More Profitable

NetSuite can help your practice become more profitable. New partners receive industry leading 50% revenue share on new licenses and up to 30% on renewal. Other solutions provide modest license revenue share and the trend is toward decreasing margins even further.

Beyond licensing, NetSuite partners find that they can increase their focus on service, another important source of profit. NetSuite customer onboarding is known for being quick and seamless. Additionally, NetSuite minimises the need for ongoing support and maintenance that other platforms require. Companies find resources are made available to solve real business issues and work on additional projects with both current and new customers.

5. We Help You Succeed

When you join the NetSuite partner programme, you’ll [start living the SuiteLife](#)—our engagement programme that will have you selling and implementing NetSuite in 90 days. With a comprehensive set of resources, certified training, and tools, SuiteLife helps you develop the expertise around specific business functions, product areas, and industries.

In the first 90 days, we assign you with a team to strategically create a business plan, achieve your first customer win quickly, and plot a path to ongoing success.

SuiteLife provides ongoing training to ensure new hires are ramped, and experienced personnel are up to date on the latest products and features. Your team will receive priority and advanced support to ensure every implementation is a success.

Conclusion

By partnering with Oracle NetSuite, your firm will gain access to a single, flexible solution for managing clients of all sizes and across all industries. In addition, you’ll be working with a company that will support you every step of the way while adding the potential to grow your business profitably for years to come

About Oracle NetSuite

For more than 20 years, Oracle NetSuite has helped organisations grow, scale, and adapt to change. NetSuite provides a suite of cloud-based applications, which includes financials/enterprise resource planning (ERP), HR, professional services automation, and omnichannel commerce, used by more than 41,000 customers in 219+ countries and dependent territories.

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