The Computerworld Honors Program

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Final Copy of Case Study

Status:
Laureate

Year:
2013

Organization Name:
NetSuite

Organization URL:
www.NetSuite.com

Project Name:
NetSuite.org

Please select the category in which you are submitting your entry:
Philanthropy

Please provide an overview of the nominated project. Describe the problem it was intended to solve, the technology or approach used, how it was innovative and any technical or other challenges that had to be overcome for successful implementation and adoption. (In 300 words or less.)

The Harvard Business Review reported that non-profit organizations' inefficient back-end operations cost them an estimated total of $60 billion, a significant amount of cash that should be benefitting society. This problem has global implications; if back-end operations were streamlined, non-profits could be significantly improving the world. NetSuite.org, NetSuite's corporate citizenship program, was founded with the mission to help non-profits run their business, increasing operational efficiency and effectiveness with NetSuite cloud-based solutions. NetSuite.org combines NetSuite's cloud-based business management suite with our industry expert employees, into a solution for organizations seeking to expand and extend their social impact. Through NetSuite.org, social

enterprises and charities can apply for a product donation as well as assistance from our employee SuiteVolunteers. This offers them access to an entire suite of cloud software, which includes Enterprise Resource Planning (ERP), Accounting, Customer Relationship Management (CRM), and eCommerce, while receiving expert assistance, training and support. NetSuite.org enables non-profits to run their organizations more effectively using tools that might otherwise be out of reach. NetSuite.org takes responsibility for ensuring that our grantees can effectively use the NetSuite software. With a product donation from NetSuite, charities and social enterprises are not only receiving the software, but they also receive the expertise and methodology. With its straightforward interface and cloud computing architecture that doesn't require additional IT infrastructure, organizations can track donations, programs, projects, assets, and volunteers from almost anywhere in the world through any web browser. Non-profits can now put more of their time and energy into achieving their core mission, instead of wasting valuable resources on managing an IT infrastructure. NetSuite.org differentiates itself from other software company donations by ensuring that each organization can effectively make use of the product.

When was this project implemented or last updated? (Please specify month and year.) Has it incorporated new technologies and/or other innovations since its initial deployment? (In 300 words or less.)

The NetSuite.org program was launched in October of 2007, after getting its first grantee. Since then, the program continues to evolve and add new product functionalities and pro bono services. In June of 2008, NetSuite acquired OpenAir, Inc., adding an entirely new product for professional services automation (PSA) to NetSuite's software suite. The addition of OpenAir added a new product that NetSuite.org could offer to its grantees, providing project-based non-profits with powerful project management, resource management, project accounting and timesheet and expenses management capabilities. The NetSuite product itself is continually being improved and updated. Through NetSuite's cloud architecture, software upgrades are deployed instantly to every customer via the web, eliminating version-lock and costly upgrade implementations. With every new NetSuite release, product functionality expands, providing non-profits with new capabilities to increase their overall efficiency and streamline operations. NetSuite.org has also added social solutions to the NetSuite product designed specifically for social enterprises. In 2009, NetSuite.org developed the Do Good Better Fundraising SuiteApp, built on the NetSuite SuiteCloud Computing Platform, to provide an integrated fundraising solution that allows non-profits to manage donors, donations, pledges and grants all while being tied back into their core NetSuite solution. NetSuite.org has also added new programs to stimulate their employee service grants. The SuiteVolunteers Program, launched in the winter of 2012, is a pro bono service campaign powered by NetSuite employee volunteers, where on a quarterly basis grantees can apply for

a variety of pro bono service projects. SuiteVolunteers is designed to provide a little extra help to grantees in an effort to help them achieve greater results in their business.

Is implementation of the project complete? If no, please describe the project's phases and which phase the project is now in. (In 300 words or less.)

Although NetSuite.org is fully implemented and currently working with charities and social enterprises, we are always striving to improve the program for our grantees. Through the SuiteCloud Development Platform, partners can develop SuiteApps, applications that extend NetSuite for specific industry and business needs, NetSuite.org continues to add features and functionalities that help charities become more efficient. A good example is the upcoming Carbon Footprint Tool (www.climateearth.com) for NetSuite, which will allow users to generate a carbon footprint for their organization straight from their NetSuite operations data.

Please provide at least one example of how the technology project has benefited a specific individual or organization. Feel free to include personal quotes from individuals who have directly benefited from the work. (In 300 words or less.)

Kiva (www.Kiva.org): With the strength of the NetSuite cloud business management solution, Kiva is able to run its back-office operation in an efficient, low-cost manner, freeing resources to focus on the organization's mission to connect people through micro-lending to alleviate poverty, with $377 million in loans to borrowers in 66 countries from 850,000 lenders since 2005. Kiva's benefits include: NetSuite enables Kiva to handle rapid growth and streamline accounting, multi-currency management, and expenses and payables, freeing staff to focus on core mission of connecting lenders to borrowers via www.kiva.org. Detailed accounting across developmental, managerial and programmatic areas supports sound auditing and compliance with IRS reporting requirements. Reduced time for per diem expense report approvals for about 60 employees traveling through more than 60 countries. Budget vs. actuals reporting time reduced to hours vs. two days required with previous processes. NetSuite Advanced Financials speeds and simplifies creation of amortization schedules vs. time-consuming manual processing. Imagine! (http://www.imaginecolorado.org/): Colorado non-profit avoids 3 full-time hires and thousands in postage stamps by automating operations with NetSuite. Imagine! saved more than $2,000 annually on postage costs alone. EdTec (http://www.edtec.com/); EdTec, a charter school services provider, delivered greater functionality to school clients at less than 50 percent of the cost of outsourced IT service. In addition, NetSuite's economies of scale let EdTec offer

30 schools knowledgebase with more than 600 tutorials on a multitude of subjects. "With a single instance of NetSuite, we're running 30 schools as if they were business subsidiaries. This results in economies of scale that let us offer far more functionality than before, but at less than half the cost," said Steve Campo, President and CEO, EdTec.

Would this project be considered an innovation, a best practice or other notable advancement that could be adopted by or tailored for other organizations and uses? If yes, please describe that here. (In 300 words or less.)

NetSuite.org can be considered both an innovation and a best practice. Donor organizations have yet to crack the code when it comes to effectively using software to benefit charities and non-profits. It is easy to give a product away, but enabling the grantee to successfully implement and achieve measureable benefits requires a package of additional services. NetSuite has spearheaded the software donation sector with NetSuite.org, becoming one of the first companies to provide a product with comprehensive added-value services such as pro bono service, training and software support. The SuiteVolunteers initiative is an excellent example of NetSuite.org's market leadership, leveraging the talents of NetSuite's workforce, while simultaneously activating them to donate their time for social change. In addition, NetSuite.org works with program partners like B Lab and the Global Social Benefit Incubator to help their members and constituents understand the potential uses of the NetSuite software to extend and expand their social impact. NetSuite.org's donated NetSuite licenses, deep discounts, pro bono service and social solutions help charities and social enterprises take their organizations to the next level. Software providers can tailor their corporate social responsibility efforts to a similar program structure, enabling their grantees to effectively grow their organizations.