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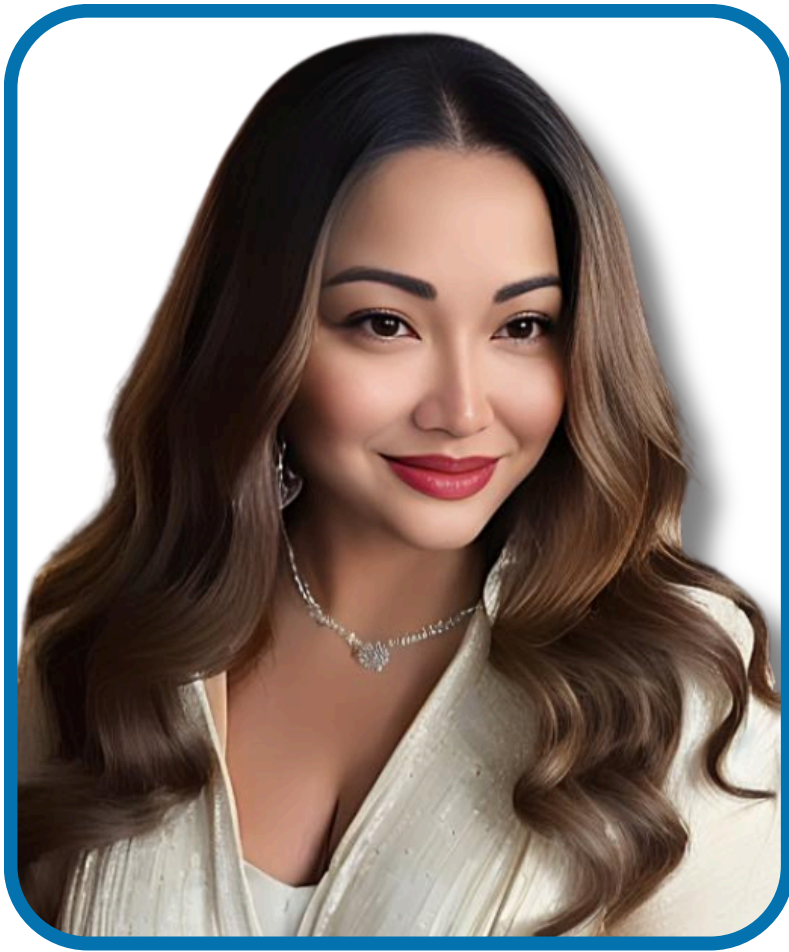
Unboxing Oracle NetSuite Investment: From Renewal Anxiety to Confidence with Etter+Ramli Expertise

Written by:
Ria Rodriguez - Richardson

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About the Author



Ria Rodriguez-Richardson, VP of Global Sales and Customer Growth at Etter+Ramli, brings over 15 years of expertise in navigating Oracle NetSuite contract renewals. With a track record of successfully managing over 300 Oracle NetSuite contracts, she is renowned for her strategic negotiation skills, consistently securing optimal terms and value for her clients.

As a thought leader in the realm of cloud-based enterprise resource planning (ERP) systems, Ria's dedication to client success has positioned her as a trusted advisor for businesses looking to optimize their NetSuite investments.

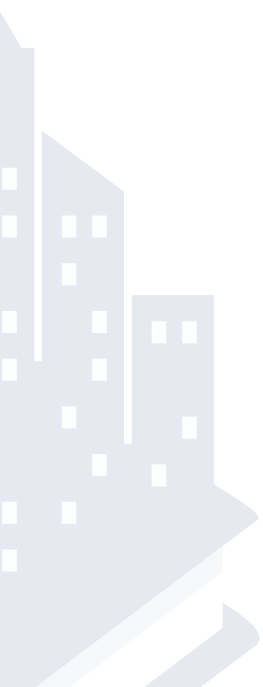
Executive Summary

Navigating **Oracle NetSuite** contract renewals can be a complex challenge for businesses. Without a strategic approach, companies often face unexpected price increases, redundant features, and missed opportunities for cost savings. The key lies in proactive renegotiation: securing favorable terms that protect your organization from financial strain while enhancing your NetSuite solution. This whitepaper explores the strategies required to achieve this, from negotiating discounts to implementing renewal caps. With **Etter+Ramli's** expertise, clients can ensure their NetSuite investment remains optimized and financially sustainable.

Introduction

When it comes to **Oracle NetSuite contract renewals**, the stakes are high. Without a sound strategy, businesses risk overpaying due to vendor-driven proposals, inflated pricing, and unnecessary features. Often, organizations overlook the potential for cost savings, locking themselves into suboptimal terms that fail to align with their evolving business objectives.

In my experience, many companies find themselves grappling with inflated subscription fees and modules they rarely use, simply because they haven't prioritized a thorough contract review. Renegotiating these contracts requires not just technical understanding, but strategic insight into how to align NetSuite's offerings with real business needs, ensuring every dollar spent translates into value.



Strategies for Optimizing Your NetSuite Investment

Drawing from years of experience in high-stakes renegotiations, I have identified key areas where businesses can make significant gains in Oracle NetSuite contract renewals:

1. **Discounts: Negotiating the Right Price**
2. **Renewal Caps: Controlling Price Increases**
3. **Module Audits: Paying Only for What You Need**
4. **Multi-Year Contract Terms: The Benefits of Commitment**
5. **Sandbox Environments: Safeguarding Operational Integrity**
6. **Advanced Customer Support (ACS): Ensuring Critical Support**
7. **Learning Cloud Support (LCS): Educational Resources**
8. **Oracle Financing: Flexibility Payment Arrangement**
9. **Early Renegotiation: The 120-Day Advantage**

1. Discounts: Negotiating the Right Price

Securing the best possible discount can have a significant impact on the bottom line. Given NetSuite's tiered pricing model, companies must negotiate strategically to lock in lower rates while anticipating future growth. Often, loyalty and multi-year commitments can sweeten the deal.

One of the most impactful aspects of renegotiating an Oracle NetSuite contract is securing a discount. Account Managers typically offer discounts based on several factors such as volume purchases, long-term commitments, and timing. These discounts can be significant if approached strategically. From my experience, negotiating discounts requires understanding the dynamics of Oracle's pricing models, which often reward larger volume purchases or longer contract durations. For instance, if your organization has a larger user base or commits to a 3-5 year term, you are more likely to secure deeper discounts. Timing is also crucial—starting negotiations well in advance of the renewal deadline ensures that you're not pushed into an unfavorable deal.

In one case, I worked with **BLUE EAGLE**, a financial services firm, where we leveraged their global footprint to secure a region-based discount. By locking in a multi-country arrangement and strategically timing our request, we were able to achieve maximum savings—this is the power of understanding and optimizing discount windows.

2. Renewal Caps: Controlling Price Increases

Without a cap on annual increases, you risk steep price hikes down the road. Renewal caps provide a safeguard, limiting how much Oracle can raise prices each year, protecting your business from budget surprises as you continue to scale.

The renewal cap is one of the most overlooked but critical components of a NetSuite renegotiation. Without a renewal cap in place, your business could be hit with significant price hikes when it's time to renew your contract, sometimes as high as 30-50%. I've seen clients struggle with these sudden jumps, which wreak havoc on their financial planning. By negotiating a renewal cap, you limit these increases to a predictable range, usually between 3-5% annually.

One memorable example of this was with BLOOM-LA Apparel Company. Without a cap, they were on track to face a 50% increase in their NetSuite subscription costs. I negotiated a 3% renewal cap, which stabilized their future pricing and allowed them to reinvest the savings in other growth initiatives. This is the kind of protection every organization needs when entering a long-term agreement with Oracle.

3. Module Audits: Paying Only for What You Need

As your business evolves, the modules required can change. It's critical to audit which ones are currently in use and reassess which will be needed in the future. This ensures you're not overpaying for unnecessary features while maintaining flexibility to add new capabilities as needed.

Understanding the value of each module is essential to ensuring you're not overpaying for features you don't use. Over time, companies tend to accumulate modules they may no longer need or never fully utilize. I always advise my clients to perform a thorough audit of their NetSuite setup before entering renewal negotiations. This way, you can identify the modules that are critical to your operations and those that can be eliminated.

Take the case of **MASIMBO**, a music and retail hub. They were being billed for several advanced modules that they never used. After a comprehensive review, we eliminated those unnecessary features, saving them thousands of dollars annually. A lean, optimized setup not only reduces costs but also improves operational efficiency, ensuring you are only paying for what truly matters to your business.

4. Multi-Year Contract Terms: The Benefits of Commitment

Multi-year agreements typically bring with them the benefit of greater discounts, but they also lock you in for an extended period. Understanding your company's growth trajectory and flexibility requirements is essential before committing to a longer term, ensuring you avoid being boxed into terms that no longer suit your needs.

Longer-term contracts often come with significant advantages, such as larger discounts and more favorable terms. Oracle NetSuite prefers multi-year commitments, and if you're willing to lock in a 3-5 year contract, they are often more generous with their concessions. This can include discounted pricing, additional services, or free user licenses, which can translate into substantial savings over time.

I worked with **ROSENBERG**, a transportation company, on a 3-year deal that included a 10% contract discount, additional premium modules, and five free user seats. These kinds of arrangements are only possible when the client commits to a long-term partnership with Oracle. A multi-year contract doesn't just provide financial benefits but also gives you peace of mind, knowing your subscription rates and service levels are locked in for the duration.

5. Sandbox Environments: Safeguarding Operational Integrity

A sandbox environment allows for safe testing and development without affecting live operations. This is particularly important when customizing your NetSuite instance, enabling risk-free experimentation. Negotiate its inclusion or expansion, as it's often an overlooked but critical tool for agile businesses.

A Sandbox environment is an essential tool for any organization looking to optimize its NetSuite system without risking disruption to day-to-day operations. The Sandbox allows your team to safely test new configurations, customizations, and system updates before deploying them to the live environment. This minimizes the chances of errors or system failures that could lead to costly downtime.

SYMPHONY, a tech start-up, initially resisted the idea of investing in a Sandbox. However, after several disruptions caused by untested updates, they reconsidered. I helped them implement a Sandbox solution, allowing their development team to safely trial new features and configurations without jeopardizing the live system. The result was a more stable and efficient NetSuite operation.



6. Advanced Customer Support (ACS): Ensuring Critical Support

Advanced Customer Support (ACS) provides enhanced support services that can be critical for complex or large-scale environments. ACS includes features such as dedicated support, faster response times, and proactive monitoring. Premium support ensures that issues are resolved swiftly and efficiently, minimizing downtime and operational disruptions.

When it comes to business, you expect efficiency and value. In the case of your NetSuite contract renewal, settling for anything less than a well-structured, reliable solution is simply not an option. So, what happens when Advanced Customer Support (ACS) fails to deliver the responsiveness you require?

Take **SAHARA**, a non-governmental organization focused on water resources, as an example. Initially ready to discontinue ACS, NetSuite countered with a three-year free offer. At first glance, this seemed appealing, but ACS comes with limitations—support hours are capped, and lower-tier users often find themselves at the back of the queue.

SAHARA, for instance, would have been paying \$3,000 for just 20 hours of support a month. When those hours run out, users must upgrade, regardless of whether issues have been resolved.

Recognizing these pitfalls, I agreed to the free ACS offer but advised SAHARA not to upgrade if their support hours were exhausted. Instead, I recommended internal training or a customized support plan from an independent managed services provider. It was essential to move beyond the allure of a "free" offer and focus on securing a solution that truly aligned with their operational needs.

7. Learning Cloud Support (LCS): Educational Resources

Continuous learning is key to maximizing NetSuite's features. LCS offers structured education resources for your team, enabling them to stay up-to-date with the latest functionalities. This reduces reliance on external consultants and boosts internal efficiency.

Running a business successfully hinges on maximizing efficiency while keeping unnecessary costs in check. When it comes to training your team on NetSuite, deciding whether to invest in Oracle's Learning Cloud Support (LCS) can be a complex decision. For companies with robust internal training programs, LCS often feels like an unnecessary expense. If your team is already proficient in NetSuite, the question becomes: is the premium cost of LCS justifiable?

Take **BETHANY**, a medical allied organization, as an example. After a consultation with me, they decided to drop LCS, realizing it wasn't a tailored fit for their needs. LCS, while a comprehensive offering, provides generalized training that may not cater to the specific requirements of every business.

For Bethany, the training was too broad and didn't align with their niche operations. On top of that, LCS carried a substantial price tag, one that wasn't delivering the return on investment they had anticipated.

While LCS can be a valuable tool, it's not always the best fit for every organization. For businesses with specific training needs or those with existing internal capabilities, seeking alternative learning resources or third-party support can offer more tailored and cost-effective solutions.

8. Oracle Financing: Flexibility Payment Arrangement

Oracle's financing options can provide flexibility in managing cash flow while keeping your NetSuite system current. Businesses with tight capital requirements may find this particularly attractive, as it allows for phased payments and smoother budgeting.

Oracle Financing can provide flexibility in managing the costs associated with your NetSuite subscription. Instead of paying a large sum upfront, you can spread payments over time, making it easier to manage cash flow. This is particularly useful for companies facing financial constraints or undergoing rapid growth.

In one case, **TETELESTAI**, a sock manufacturing company, was facing negative cash flow but needed to renew their NetSuite contract. I negotiated a staggered payment schedule with Oracle Financing, which gave the company the breathing room it needed to continue operations while meeting its financial commitments.

9. Early Renegotiation: The 120-Day Advantage

Entering renewal talks well in advance can often lead to better terms, as Oracle is more likely to offer favorable pricing when they aren't under pressure. Early negotiations also give your business ample time to reassess needs, pricing trends, and performance, ensuring you're not caught off-guard at the last minute.

Starting the renewal process early—at least 120 days before your renewal date—gives you more control and leverage in negotiations. Waiting until the last minute can result in rushed decisions and limited options, leading to unfavorable terms.

UPPERBOX, a solar energy company, learned this the hard way when they waited too long to start negotiations, leading to a stressful situation that could have been avoided. By beginning discussions early, you not only have more time to assess your needs but also can secure better terms and avoid last-minute pressure

Understanding all of these components ensures your Oracle NetSuite contract reflects both current business needs and future growth while protecting against cost inflation and inefficiencies over time.

When it comes to Oracle NetSuite renewal renegotiations, I've seen too many businesses overpay and underutilize their contracts simply because they didn't have the right strategy in place. As your company grows and evolves, so should your NetSuite investment. That's why it's crucial to take control of your renewal process.

Through my years of experience renegotiating over 300 Oracle NetSuite contracts, I've learned that the key to success lies in knowing where to push for discounts, setting strict renewal caps to avoid future price hikes, and ensuring you're only paying for the modules and features that directly serve your business goals. Skipping these steps is what leaves businesses facing sharp cost increases and bloated subscriptions they don't need.

One thing I always emphasize is the importance of early renegotiation. Starting the process at least 120 days before the renewal date gives us the time and leverage to negotiate the best terms. If we're rushing at the last minute, we're not negotiating—we're reacting. The goal is to be proactive, so we stay in control.

I also can't stress enough the value of multi-year contracts. While they may seem like a big commitment, they provide stability, better pricing, and allow you to build stronger relationships with your Oracle NetSuite account managers. With the right strategy in place, long-term contracts can lock in significant cost savings and deliver more value over time.

Ultimately, I'm here to ensure that your NetSuite renewal reflects the true needs of your business—not just what Oracle is offering. My approach is simple: maximize savings, minimize risks, and ensure long-term alignment between your subscription and your business goals. By working together, we can turn your Oracle NetSuite contract from a financial burden into a strategic asset.

Conclusion

A well-negotiated Oracle NetSuite renewal is not just about controlling costs—it's about long-term financial sustainability and alignment with your business's evolving objectives. By taking a proactive approach and leveraging my experience in securing favorable terms, companies can avoid the pitfalls of overpaying and underutilizing services, while ensuring their NetSuite investment remains a strategic asset.



Recommendation

To fully optimize your Oracle NetSuite contract, I strongly recommend securing an improvement manager who specializes in renegotiations. At **Etter+Ramli**, we provide expert guidance, tailored support, and proactive solutions that ensure your NetSuite investment remains optimized and financially sustainable.

Our Customer Excellence commitment ensures that every client receives dedicated service tailored to their unique needs. By partnering with **Etter+Ramli**, you'll gain not only the benefits of our extensive NetSuite expertise but also the assurance that your contract renewal will be handled with precision and care.

About the Author



- **27 years**
- **50 countries served**
- **2k Channel partners enabled**
- **300 Oracle NetSuite new logos**
- **JAPAC Oracle NetSuite Sales Swagger Awardee -2018**
- **500k B2B SAAS users empowered**

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Ria with Oracle NetSuite



JAPAC Swagger Award

ORACLE
NETSUITE

JAPAC CHANNEL PRIME

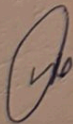
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Ria Bie

Senior Manager, Channel Sales, Philippines
Asia New Business



Vijay Raghvani
JAPAC Senior Director
Channel Prime

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