



ETTER+RAMLI 

Dedicated Independent NetSuite Managed Success

Administering NetSuite for Long-Term Business Success: A Practical Guide for CFOs and CIOs

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|--|----|
| ABOUT THE AUTHOR | 01 |
| EXECUTIVE SUMMARY | 02 |
| INTRODUCTION | 03 |
| THE TRUE ROLE OF A NETSUITE ADMINISTRATOR | 03 |
| CORE RESPONSIBILITIES OF A NETSUITE ADMINISTRATOR | 04 |
| SKILLS NEEDED FOR SUCCESS IN NETSUITE ADMINISTRATION | 08 |
| MANAGING YOUR NETSUITE ADMINISTRATOR | 10 |
| IT APPLICATION GOVERNANCE AND COMPLIANCE STANDARDS | 12 |
| DOCUMENTATION: THE FOUNDATION OF EFFECTIVE SYSTEM MANAGEMENT | 14 |
| IMPLEMENTING A SUPPORT TICKETING SYSTEM | 16 |
| KEY PERFORMANCE INDICATORS (KPIs): DRIVING NETSUITE AS A STRATEGIC ASSET | 17 |
| CONCLUSION: THE ADMINISTRATOR AS A STRATEGIC PARTNER | 19 |





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Todd Kimpton, a certified Accounting Professional hailing from Australia and now based in Singapore, has been at the helm of Etter+Ramli since 2012. His journey in the realm of finance and technology began with NetSuite in 2001 as a client. In 2007, Todd joined the Professional Services practice of NetSuite in Singapore, from where he was promoted to Head up NetSuites APAC 'Tiger' Shark customer retention program, an official escalation path for at-risk customers to reach senior management. In 2012, Todd transitioned into the NetSuite partner network as a Senior Partner with Shearwater (Solution Provider) before founding Etter+Ramli, an independent NetSuite Managed Service practice highly esteemed by a multitude of clients.

With a robust client base spanning across 36 countries and supporting over 950 users, Etter+Ramli is dedicated to providing practical solutions to common post-go-live business challenges. By entrusting your NetSuite administration to Etter+Ramli, you gain access to a team of certified professionals ready to complement your engagement manager or internal team effectively.

This whitepaper provides a practical guide for CFOs and CIOs on how to establish a cohesive NetSuite administration team that supports long-term business success. It emphasizes that a well-structured administration team can transform NetSuite into a robust foundation for sustainable growth and informed decision-making.

It outlines the true role of a NetSuite Administrator, which has evolved from a technical support role to a strategic asset. It highlights the core responsibilities of a NetSuite Administrator, which include user triage, process automation, compliance checks, and business partnering. It also emphasizes the importance of skills needed for success in NetSuite administration, such as functional expertise, technical proficiency, and strategic leadership. It provides practical examples of how these skills can be applied to real-world business challenges.

Finally, it discusses the importance of managing NetSuite administrators effectively, including establishing governance, documentation, and a support ticketing system. It also highlights the use of key performance indicators (KPIs) to drive NetSuite as a strategic asset.

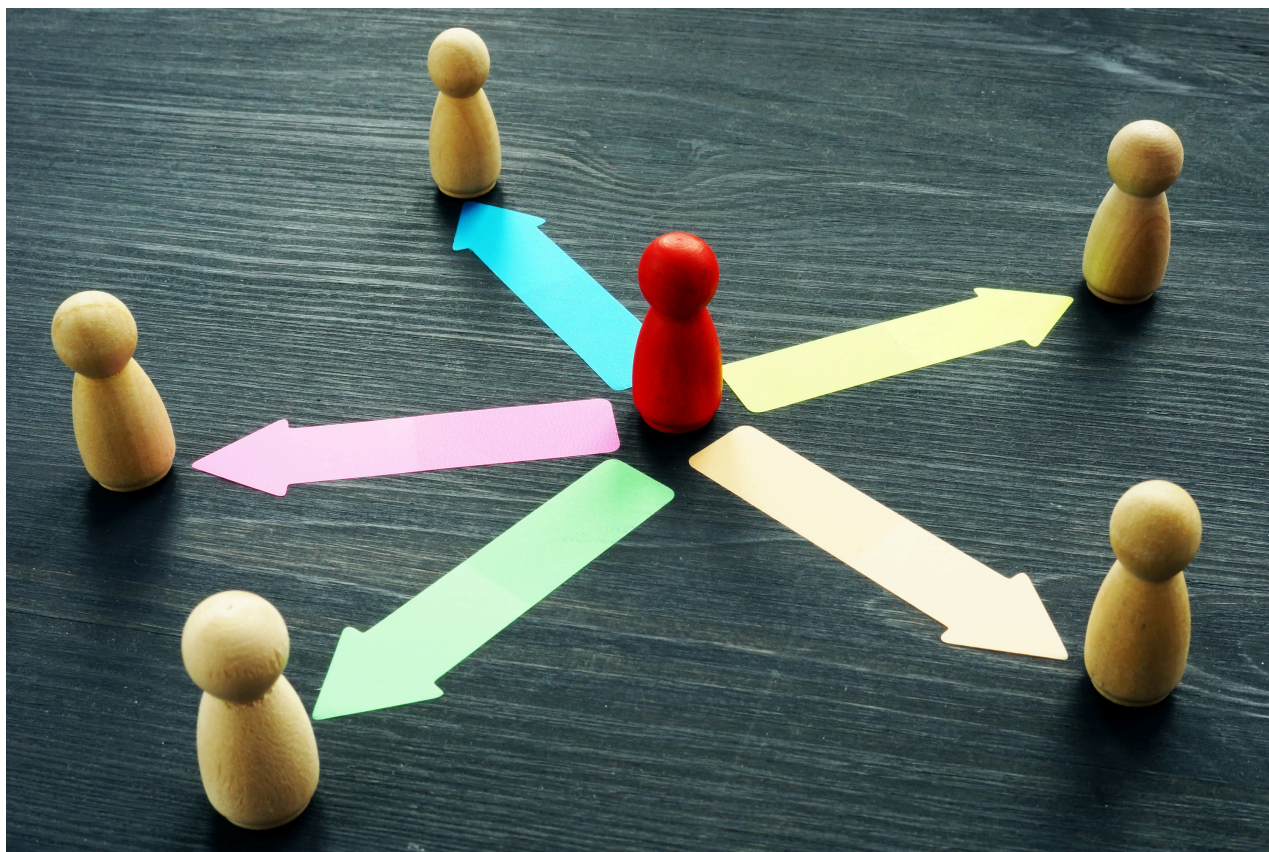
This concludes by emphasizing that a NetSuite Administrator is a key strategic partner who can contribute directly to business efficiency, data accuracy, and decision-making. By following the steps and strategies outlined in the whitepaper, organizations can ensure that NetSuite becomes a dynamic, value-generating platform that actively supports their growth.

In a world where digital transformation has become a competitive necessity, NetSuite can serve as a powerful strategic information asset—if administered effectively. No longer confined to back-office support, NetSuite administration requires a comprehensive team approach, integrating diverse skill sets that span technical expertise, business analysis, and strategic alignment. Properly managing and developing this asset demands a team of specialized professionals working together to unlock NetSuite's full potential.

For CFOs and CIOs, understanding the collective role of the "NetSuite Administrator" is essential, as a well-structured administration team can transform NetSuite into a robust foundation for sustainable growth and informed decision-making. This whitepaper offers a practical guide to the skills, infrastructure, and governance frameworks necessary to establish a cohesive NetSuite administration team that supports long-term business success.

The True Role of a NetSuite Administrator

A NetSuite Administrator is no longer merely a technical support role; they are a strategic asset. Their job goes beyond maintaining the system—they stabilize, optimize, innovate, and align NetSuite's capabilities with business objectives. This shift and broadening of roles allow NetSuite to evolve from an ERP system into an information powerhouse that supports decision-making and drives efficiency across departments.



Each responsibility of a NetSuite Administrator builds upon the previous one, creating a cumulative impact that turns NetSuite into a strategic asset. By layering their efforts, administrators drive a cycle of continuous improvement, making NetSuite a powerful enabler of business growth and alignment with organizational goals. Here's how these responsibilities are interconnected, with each stage laying the groundwork for the next.

1. User Triage

Effective NetSuite administration starts with ensuring that users can operate efficiently. Administrators are responsible for swiftly resolving technical and procedural issues to minimize downtime and maintain productivity. By addressing these issues promptly, they create a stable environment where users can perform without interruptions, fostering trust and cross-departmental efficiency. This stability allows administrators to focus on proactive initiatives, such as process automation, which streamline workflows and reduce manual tasks.

A PRACTICAL STORY: Triage and Trust Restoration Across Departments

When “GlobalTech”, an industrial consumables manufacturing client, onboarded with E+R, their frustration was palpable. Emma, the head of finance for a European subsidiary, voiced her concerns early on. “We’re back in Excel because nothing flows between departments,” she said, exasperated by her team’s daily struggle to make sense of inconsistent data.

GlobalTech had rushed a global rollout, deploying NetSuite to every subsidiary in a race against the clock. As the dust settled, it became clear that the “standard operating procedure” wasn’t standard for everyone. Key teams felt sidelined, and trust in the system had eroded.

Our first step was a targeted approach: reconnect with the early adopters like Emma, the ones who’d felt NetSuite’s pain points most sharply. Through dozens of conversations, we uncovered bottlenecks that led teams to revert to manual methods. From here, we dug into specific issues, isolating what drove users away from NetSuite and systematically addressing them.

Once fixes were in place, a shift happened. Emma’s team could rely on data consistency, reclaiming hours previously lost in workarounds. Productivity flowed, and the mutual reliance between departments strengthened. As one manager put it, “We’re finally speaking the same language again.” This newfound harmony reestablished trust across GlobalTech, proving NetSuite could be the unifying force it was meant to be.

2. Process Automation

With a stable user environment, administrators can turn their attention to automating repetitive, manual tasks. By identifying opportunities for automation, they increase operational efficiency and enable employees to focus on high-value activities. Automated processes free up time and reduce errors, providing administrators with the capacity to address other critical areas, such as compliance and data integrity, which are essential for robust business reporting.

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A PRACTICAL STORY: Automating the Backbone of International Shipping

ChemCo, a client shipping hazardous chemicals worldwide, faced a daunting daily task. For each shipment, their team manually prepared a packet of five to eight regulatory, shipping and banking documents, customized to meet varying international standards and institutional preferences. This grueling four-hour process weighed down the entire admin team.

“Every shipment’s a ticking clock,” said Laura, a ChemCo logistics coordinator. “One mistake, and the whole thing stops.”

When we stepped in, the goal was to automate...but how? Using NetSuite’s Advanced PDF capabilities, we mapped out every required document, aligning data standards across the board. After restructuring the data, what once took hours to compile was now immediate, the business can produce a complete set of documents as quickly as a sales order.

The first shipment under the new system was a revelation. Laura looked at her screen, stunned. “Is it really done?” she asked. Since then, ChemCo has doubled its shipping volume without adding a single admin position. They found themselves empowered not just by time saved, but by the freedom to grow without operational bottlenecks.

3. Compliance Checks

With user support and automation in place, administrators can concentrate on maintaining compliance and data accuracy. Regular compliance audits ensure that workflows meet regulatory standards and that data integrity is preserved. This compliance focus mitigates risks and positions NetSuite as a reliable source of truth for the organization. A well-documented, compliant environment builds trust in the system’s data, laying a solid foundation for meaningful partnerships with business units.

A PRACTICAL STORY: The Compliance Safety Net

In the world of IT compliance within regulated customers, a “glitch” is a risk most businesses can’t afford. For one of our pharmaceutical clients, strict data integrity was non-negotiable. They needed a foolproof way to ensure every automation, every script, adhered to compliance standards.

This was the backdrop for a compliance overhaul at E+R. We developed a rigorous testing process for every new script, including a Testing Schedule that documented Functional, Performance, Regression, User Acceptance, and Beta tests. When a critical audit approached, our compliance procedures were put to the test.

As the audit progressed, the client's compliance officer breathed a sigh of relief. "For once, there were no gaps," she said. Our testing process, detailed and painstakingly documented, saved the day. E+R's commitment to compliance didn't just pass inspection—it safeguarded the client's reputation, reinforcing their position as a trusted industry leader.

4. Business Partnering

With a stable, automated, and compliant system, administrators are ideally positioned to serve as strategic partners to the business. By actively collaborating with various departments, administrators tailor NetSuite functionalities to meet specific goals and challenges. In this role, they move beyond system maintenance and become trusted advisors, aligning NetSuite's capabilities with the organization's evolving objectives. This business partnership transforms NetSuite from an operational tool to a critical strategic asset that supports the organization's long-term success.

A PRACTICAL STORY: Empowering eCommerce on Multiple Fronts

When we partnered with a rapidly growing eCommerce client managing 10 distinct storefronts, we walked into a landscape of competing priorities. Each brand manager had their own preferences and platforms, but fulfillment had to be centralized through a single NetSuite-powered warehouse and of course Finance needed to all the admin fast.

"I need to run my store the way I want, stop limiting my scope because of your inventory system" said one brand manager, echoing the frustration of several others.

Working closely with each department, we designed a solution that allowed brand managers to operate their sites with autonomy while meeting the centralized needs of finance and fulfillment. Data from each eCommerce platform flowed seamlessly into NetSuite, where custom scripts processed and reconciled transactions.

For the first time, managers had the freedom to innovate, knowing the backend wouldn't let them down. The finance team appreciated the newfound cohesion, and inventory management ran seamlessly across all 10 storefronts. Flexibility, efficiency, and accuracy became the norm, fostering a newfound sense of devotion from each brand manager.

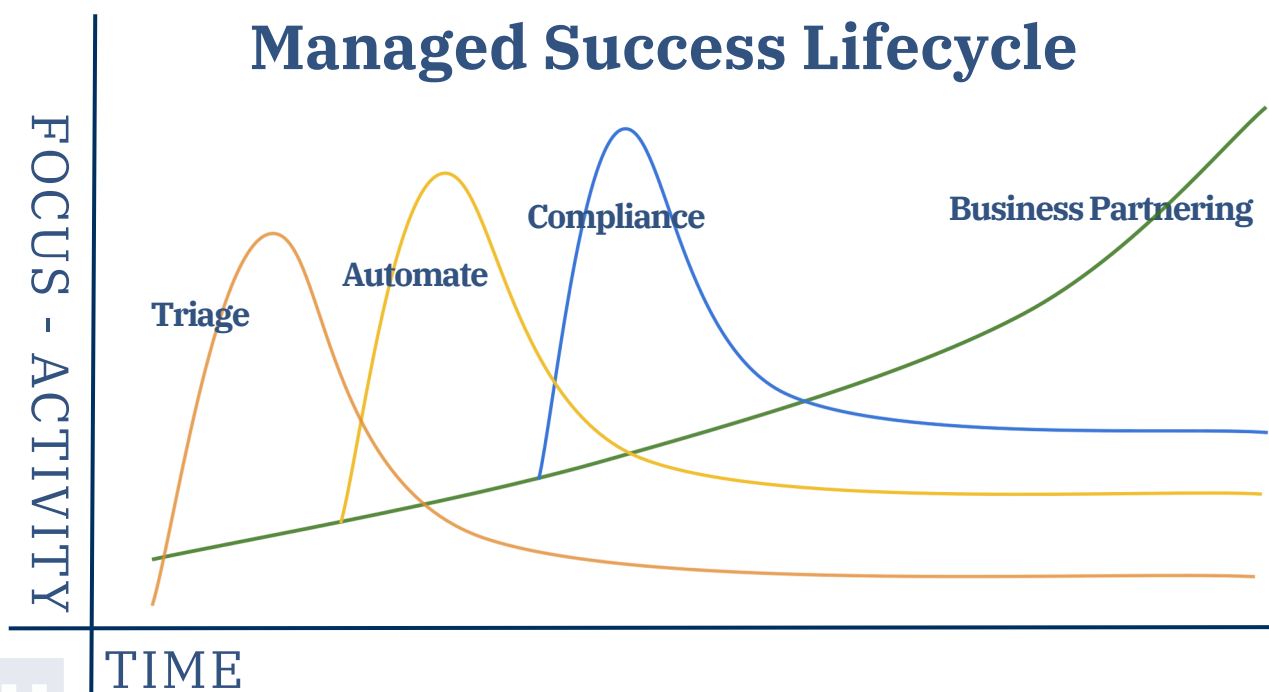
Core Responsibilities of a NetSuite Administrator

Each responsibility in this progression supports the next, creating a dynamic, layered approach to NetSuite administration. As administrators move from user triage to business partnering, they elevate NetSuite's role within the organization, turning it into a flexible, strategic foundation for growth and operational excellence.

With precision, they implement controls and monitoring, building a fortress of compliance that safeguards both data integrity and user trust. This vigilant approach keeps the company from potential pitfalls that might otherwise arise, securing a regulatory edge that is both proactive and protective.

With a stronghold of compliance in place, the administrator now finds themselves not just a back-office force but a true business partner. Collaborating with business units, they align NetSuite's capabilities with organizational objectives, transforming NetSuite from an operational utility into a lever for growth. In doing so, they make NetSuite a powerful asset that not only drives efficiency but also contributes to the company's strategic narrative.

This evolution of the NetSuite Administrator role reflects a broader shift: from tactical doer to strategic enabler. Through a blend of foundational stability, automation, compliance rigor, and cross-functional partnership, the administrator has become an orchestrator of operational excellence, weaving NetSuite into the fabric of sustainable business growth. In this way, NetSuite is no longer merely a tool—it's a strategic foundation that adapts, flexes, and grows alongside the organization.



Fulfilling these responsibilities requires a diverse set of skills best met by a collaborative team, with each member bringing functional, technical, and strategic strengths to the role. This collective approach to NetSuite administration allows for a deep functional understanding of the system, technical customization, and strategic alignment with business goals. By integrating these diverse skill sets, a NetSuite administration team can transform the system into a true strategic asset that drives efficiency, compliance, and growth across the organization. Below are the key skills that form the backbone of effective NetSuite administration.

Functional Expertise

Functional expertise is the cornerstone of successful NetSuite administration. This requires mastery of NetSuite's capabilities alongside a thorough understanding of the organization's objectives. Team members with backgrounds in accounting, data analytics, and business processes ensure that NetSuite's functionalities are fully aligned with the company's strategic goals. This expertise helps administrators create configurations that accurately reflect the organization's structure and workflows, enabling better data-driven decision-making.

Technical Proficiency

Effective administration depends on strong technical developer skills, enabling the team to design, build, and maintain customized workflows, scripts, and integrations tailored to the organization's needs. This technical proficiency allows administrators to implement targeted customizations, ensuring system reliability, minimizing downtime, and enhancing operational efficiency. Skilled developers within the team can also integrate NetSuite with other systems, automating complex processes and addressing unique operational requirements that drive efficiency.

Strategic Leadership

Strategic leadership in NetSuite administration means proactively managing initiatives that deliver tangible value to the organization. By working closely with stakeholders, administrators prioritize projects that align with broader company objectives, maximizing return on investment and transforming NetSuite into a dynamic, value-generating platform. This leadership role involves coordinating efforts, managing roadmaps, and making strategic decisions that help NetSuite adapt to the business's evolving needs.

A PRACTICAL STORY: Custom Billing for Complex Projects

A pharmaceutical services client, heavily reliant on intricate billing for milestones and consumables, had hit a wall. Each customer project had unique billing terms, and the standard “Bill to Client” feature couldn’t accommodate their needs.

Wayne, their head delivery manager, had seen three NetSuite solutions fail to meet these demands. “It’s either too rigid or too chaotic,” he said.

We knew a custom solution was the answer. Working closely with Sam’s team, we developed a system that aggregated purchases from multiple vendors for projects, streamlined procurement, and produced project-specific invoices monthly for clients. With this solution, all stakeholders—from service delivery, procurement to finance—were finally in sync.

Wayne’s skepticism gave way to confidence. “For the first time, I feel like we’re in control,” he said. The system aligned everyone’s needs, ensuring timely billing without disrupting project flow.

In summary, successful NetSuite administration requires a diverse team skilled in functional expertise, technical know-how, and strategic leadership. This team-based approach lowers the risk associated with relying on a single individual and enables continuous collaboration across all levels of the organization. A strong NetSuite team interacts regularly with users, executives, developers, and data analysts, allowing the system to respond dynamically to changing needs and ensuring comprehensive, reliable support. By leveraging this diversity of capabilities, organizations gain a well-rounded perspective that fosters resilience, adaptability, and a deeper alignment with business objectives, making NetSuite a true strategic asset.



Given the depth and breadth of skills required, setting up a structured management framework is critical to empowering administrators to drive value rather than getting lost in rework. The role of a NetSuite administrator requires a specialized skill set and deep system knowledge that are often not fully transparent to their manager. Without a structured framework of accountability, there's a risk that each new administrator will spend valuable time "fixing" the work of their predecessor rather than advancing the organization toward its goal of making NetSuite a strategic information asset. This reactive cycle not only costs the business time but can also result in significant resource waste.

To ensure **administrators** are set up for success and aligned with the organization's strategic objectives, it's essential to implement a robust management framework. Here are some key practices for managing your NetSuite administrator effectively.

1. Establishing Governance

Governance is the backbone of effective NetSuite administration. A clear governance framework provides essential direction, accountability, and consistency, allowing administrators to focus on high-value tasks rather than spending time revisiting past configurations or fixes. This structure enables managers to maintain visibility into the administrator's work, ensuring that efforts are aligned with organizational goals and minimizing potential resource waste.

- **Comprehensive Policies:** Establish clear policies around data management, compliance, and access control. These guidelines help administrators understand their responsibilities, reduce ambiguity, and ensure consistency in system management.
- **Governance Committee:** Form a governance committee to periodically review and adjust policies as business needs evolve. This committee offers structured oversight, helping administrators stay aligned with the company's strategy and maintain a forward-looking approach to system management.

A PRACTICAL STORY: Governance for Global Compliance

After completing a global NetSuite rollout, one of our clients established a governance committee to manage process compliance. The chair of the committee, a meticulous CFO, was acutely aware of the risks of process deviation across regions and the inevitable erosion to data quality as a result.

"We're flying blind if we can't see compliance in action," she said, pressing us to create a real-time compliance monitoring system.

We implemented 64 process gates, each with specific criteria to track key actions, such as "Invoice creation from sales orders." Regional managers could now see their compliance metrics at a glance, and deviations were flagged immediately for review. Over time, compliance rates soared, allowing the CFO to sleep a little easier.

Her feedback was simple: "We've set the standard, and now everyone is holding the line."

2. Documentation

Comprehensive documentation is critical to avoiding repetitive work and maintaining continuity within NetSuite administration. Core documents, such as design records, Success Plans, and Functional Requirement Documents (FRDs), provide an accessible knowledge base for both current and future administrators. Proper documentation reduces the need for each administrator to "reinvent the wheel," enabling them to build on past work rather than spending time fixing it.

3. Using a Support Ticketing System

A well-organized ticketing system is essential for managing and resolving issues efficiently. By systematically logging, categorizing, and prioritizing tickets, administrators can maintain transparency in their workload and managers gain insight into recurring issues or areas of improvement. This structure allows administrators to focus on strategic enhancements while reducing downtime for end users and preventing duplication of effort.

A PRACTICAL STORY: Ticketing and Transformation

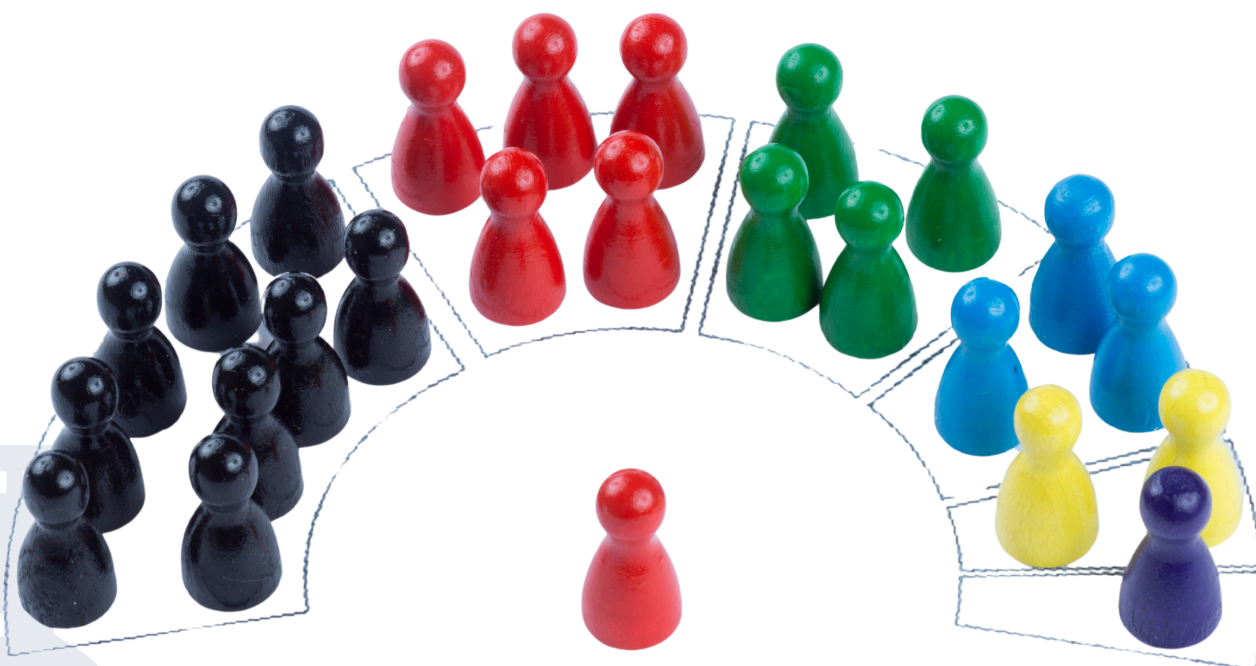
In the early days of our work with a tech client, their head of operations, Jen, was nearly drowning in support requests. With no ticketing system, important issues vanished in the chaos, costing hours of productivity.

“We’re losing sight of what matters,” she said.

With NetSuite’s support case functionality, we rolled out a structured ticketing system, blending project management for larger tasks. Suddenly, Jen’s team had visibility. Requests were categorized, tracked, and escalated with precision. Downtime fell, productivity spiked, and even Jen’s hardest-to-please stakeholders noticed the difference.

“This ticketing system saved us,” she said. “We’re finally organized, and it shows in every client interaction.”

In summary, managing a NetSuite administrator requires a proactive framework that includes robust governance, comprehensive documentation, and a structured ticketing system. This approach enables administrators to focus on advancing NetSuite as a strategic asset, minimizing wasted resources, and avoiding repetitive fixes. By setting up clear accountability, managers can ensure that administrators contribute to long-term business goals and maximize NetSuite’s potential as a reliable, forward-looking information asset.



Effective IT governance is essential to ensure that decisions are made responsibly, roles are clearly defined, and NetSuite's deployment aligns with the organization's broader strategy. A structured governance approach allows NetSuite to function as a core operational platform, supporting critical areas such as financial reporting, inventory control, and compliance. Here's how to build a governance framework that enhances accountability and drives alignment with organizational objectives.

1. Vision and Strategy Alignment

Start by positioning NetSuite as the organization's core platform for operational and financial management. This vision should include a strategic commitment to using NetSuite not only for immediate operational needs but as a long-term asset that drives data accuracy and informed decision-making across all departments. By establishing NetSuite as an integral part of the organization's digital infrastructure, the administration team is aligned with a purpose beyond day-to-day operations.

2. Define Clear Objectives

Establish objectives that are aligned with organizational goals, such as global process alignment, timely and accurate financial reporting, and adherence to strong process policies. These objectives provide clarity and purpose for the governance framework, ensuring that every decision regarding NetSuite is guided by strategic priorities. Clear objectives also create a foundation for measurable outcomes, making it easier for CFOs and CIOs to assess the system's alignment with overarching business goals.

3. Creating Process Groups and Assigning Stakeholder Roles

To streamline operations and foster accountability, organize business activities into functional process groups, such as Sales, Procurement, and Finance. Each group should have designated stakeholders responsible for overseeing processes within that area. By clearly assigning roles, each stakeholder understands their responsibilities, leading to faster decision-making, streamlined operations, and enhanced focus on strategic goals. This structure also provides the administration team with a clear point of contact within each department, facilitating smoother cross-functional collaboration.

A PRACTICAL STORY: Process Groups in Action

When onboarding a new client, we introduce the concept of process groups as a tool for helping to spread responsibility and accountability. Each group has a process owner and a NetSuite-savvy process analyst, blending business and technical insights making the process group team a pillar.

During one meeting, the finance process owner clashed with the analyst over a new requirement that had surfaced due to changes in business operations. "If we can't adapt the system to support the change, we're dead in the water...it's useless," she argued.

But the analyst explained a workaround, showing her how the system could meet her needs without sacrificing efficiency. Their collaboration led to a process upgrade that saved the company days in report preparation.

"The team is stronger for it," the process owner reflected later. The shared understanding and cross-functional collaboration were paying off.

Closing Summary: Integrating Governance and Compliance Standards into Our Success Plan

A comprehensive approach to IT application governance and compliance is essential to maximize NetSuite's value as a strategic asset. By defining a clear vision, setting aligned objectives, and structuring operations through process groups, organizations can build a reliable framework that promotes accountability and data integrity. These elements—Vision, Objectives, Process Groups, and Role Assignments—are key components of our Success Plan, a cornerstone document within our documentation library. The Success Plan captures these standards, ensuring that NetSuite governance is transparent, consistent, and strategically aligned, supporting the organization's growth and operational excellence.

With the **Success Plan** in place, ongoing monitoring and iterative improvement become vital to maintaining alignment between NetSuite functionality and organizational goals. Regularly scheduled reviews with executive stakeholders, such as CFOs and CIOs, ensure that NetSuite continues to meet evolving business needs. These reviews also allow for strategic recalibration, addressing new regulatory requirements, business model shifts, or market expansions.

To further strengthen compliance, implement a set of internal controls tailored to key processes in finance, sales, and procurement. Establishing regular audit checkpoints within these controls enhances the transparency of operations and minimizes risks associated with data inaccuracies or non-compliance. Through this structure, organizations are better prepared to respond to audits and adhere to industry standards, making compliance an integrated part of daily operations rather than a one-time exercise. Ultimately, this governance framework not only safeguards NetSuite as a valuable asset but also reinforces the organization's commitment to operational excellence and strategic growth.



Documentation is not merely a record-keeping exercise; it's about creating a transparent, accessible knowledge base that supports operational continuity and enables administrators to build on past work. A comprehensive documentation library ensures that NetSuite administration remains consistent, efficient, and aligned with strategic goals, even as team members change or the system evolves. Below are the key documents that form the backbone of an effective documentation library, each serving as a minimum standard for maintaining a resilient and responsive NetSuite environment.

1. Design Document

The Design Document captures all system configurations and the rationale behind changes. This document is essential for understanding why specific settings and customizations were implemented, providing context that helps current and future administrators troubleshoot issues or adjust configurations effectively. By keeping a clear record of design decisions, the organization minimizes the risk of rework and accelerates the problem-solving process.

- **Why It's Key:** The Design Document reduces ambiguity by documenting the “why” behind system configurations, creating a reference point that helps avoid redundant efforts and ensures consistency over time.

2. Success Plan

The Success Plan serves as a strategic roadmap, outlining priorities, objectives, and KPIs to guide NetSuite administration. This document ensures that administrators are focused on tasks that align with the organization's long-term goals. By mapping out key performance indicators and objectives, the Success Plan acts as a guiding document that keeps NetSuite initiatives aligned with broader business strategies.

- **Why It's Key:** The Success Plan connects day-to-day administration tasks with the organization's strategic goals, helping administrators prioritize work that drives real value. As a key component of the documentation library, it provides a structured vision that minimizes distractions and maintains focus on high-impact activities.

3. Functional Requirement Documents (FRDs)

Functional Requirement Documents outline customizations and ensure they meet business requirements. FRDs provide detailed specifications for each customization, from workflows to scripts, capturing what each modification is meant to achieve and how it should function. This documentation is invaluable when implementing new features, as it allows administrators to understand the specific needs behind each customization and validate that they deliver the intended results.

- **Why It's Key:** FRDs safeguard against customization drift by preserving the integrity of business requirements. By maintaining detailed records, they help administrators quickly assess if a customization is still relevant or if it needs adjustments to better serve the organization's current needs.

A PRACTICAL STORY: FRD to the Rescue

For one of our larger distribution clients, documentation was a battle. The CFO's repeated requests for FRDs went unanswered, resulting in endless rework when new hires couldn't follow undocumented workflows.

"You can't operate on memory alone," he said.

In our first week with the client, we initiated FRDs for every new customization. During a critical downtime, the FRD saved hours of troubleshooting by providing a clear roadmap to the root issue. The CFO's approval was immediate. "This is why we needed documentation all along," he said.

Since then, FRDs have been our steadfast tool, ensuring continuity and reducing rework costs.

In Summary: *The Minimum Standard for a Resilient Documentation Library*

Together, the Design Document, Success Plan, and FRDs form the minimum standard for an effective documentation library. These documents do more than capture past decisions; they create a proactive knowledge base that enables continuity, fosters accountability, and helps administrators align their work with organizational objectives.

By establishing these foundational documents as part of the documentation library, organizations reduce the risk of knowledge loss, ensure that NetSuite administration remains efficient, and position the system as a reliable strategic asset.



Implementing a Support Ticketing System

A structured ticketing system is essential for systematic issue management, enabling efficient tracking, prioritization, and resolution. This approach streamlines NetSuite administration by making all activities transparent, accountable, and measurable.

1. Systematic Issue Tracking

Logging each issue as a ticket ensures nothing is overlooked, providing a clear record from start to resolution. This helps administrators prioritize critical issues and maintain system stability.

- **Benefit:** Tracking issues systematically reduces downtime, ensures consistency in handling, and establishes a knowledge base for identifying recurring problems and root causes.

2. Transparency and Accountability

A ticketing system offers visibility across the organization, showing open and resolved issues with real-time status updates. This transparency builds trust and sets clear expectations.

- **Benefit:** Transparency fosters accountability and trust, giving stakeholders confidence that issues are being managed effectively.

3. Daily Activity Measurement

Ticketing systems also act as a daily measure of activity, showing the volume and type of issues handled. This data offers insights into workload distribution and resource needs.

- **Benefit:** Measuring day-to-day activity helps administrators manage workload effectively, balancing between troubleshooting and proactive improvements.

4. Weekly Cadence Report

At Etter & Ramli (E+R), we provide clients with a Weekly Cadence Report—a snapshot of open and closed issues that doubles as an agenda for weekly meetings. This report keeps clients informed, supports priority setting, and enhances alignment.

- **Benefit:** Weekly reports keep clients engaged, providing clear visibility into support activities, driving informed decisions, and strengthening the administrator-client partnership.

In summary:

A robust ticketing system is a foundation for effective NetSuite administration. By tracking and measuring support activity and sharing structured reports, organizations create a transparent, accountable, and strategically aligned support process.

For CFOs and CIOs, KPIs are not just numbers—they're strategic tools that turn NetSuite into a measurable contributor to business success. Well-chosen KPIs help assess productivity, cost-effectiveness, and user engagement, providing a clear view of how NetSuite supports the organization's goals. Year-over-year trends in these KPIs allow executives to see where NetSuite is advancing operational efficiency and where improvements may be needed. Here's how each KPI serves as a cornerstone of effective NetSuite administration.

1. Transactions/User

This KPI measures user productivity and the impact of automation. An upward trend suggests that users are efficiently leveraging NetSuite, while a downward trend may indicate training needs or process inefficiencies.

- **Benefit:** Identifying productivity gaps early supports targeted training, empowering users and improving system utilization.

2. License/Transactions

This ratio evaluates license cost-effectiveness against actual usage. A lower ratio indicates optimal license utilization, while a rising ratio can signal underutilization or inefficiencies.

- **Benefit:** Managers can use this KPI to balance license investment with productivity, ensuring the organization maximizes its ROI.

3. License/User

Tracking license costs per user offers insight into each user's cost contribution. A downward trend signifies a positive ROI on each user's activity.

- **Benefit:** This KPI helps CFOs and CIOs assess license allocation, guiding decisions on resource distribution and user productivity enhancements.

4. User Satisfaction Score

Regular user satisfaction surveys track engagement and system usability. Higher scores reflect a positive user experience, while lower scores highlight areas needing improvement.

- **Benefit:** By addressing user concerns, managers can boost productivity and reduce support needs, strengthening NetSuite's role in day-to-day operations.

5. KPI Evolution

KPIs should adapt as business goals evolve. Regular reviews ensure that metrics remain aligned with strategic objectives, enabling administrators to keep NetSuite in step with the organization's growth.

In Summary:

These KPIs create a framework for CFOs and CIOs to view NetSuite's performance through a strategic lens, enabling administrators to act on data rather than assumptions. Regularly tracking these metrics and analyzing trends year-over-year provides actionable insights that help maximize NetSuite's value as a strategic asset, keeping it responsive to changing business needs and aligning it with long-term organizational goals.

To maximize NetSuite's strategic impact, CFOs and CIOs should prioritize continuous KPI assessment, leveraging data-driven insights to address emerging needs. By integrating these metrics into quarterly or annual reviews, organizations can set benchmarks that encourage proactive decision-making and keep NetSuite usage optimized. Regular evaluations enable leadership to identify shifts in productivity patterns, uncover training needs, and manage license allocations effectively, all of which contribute to higher system engagement and ROI.

Furthermore, aligning NetSuite KPIs with broader corporate objectives ensures that the system supports scalable, agile operations. Through a commitment to refining KPIs as objectives shift, executives can use NetSuite to capture real-time organizational value, ultimately supporting a resilient, data-informed business strategy that adapts with market and internal changes.



Conclusion: The Administrator as a Strategic Partner

In today's competitive business environment, a NetSuite Administrator is more than a system manager—they are a key strategic partner, contributing directly to business efficiency, data accuracy, and decision-making that aligns with organizational goals. A skilled administrator, often backed by a diverse team, drives NetSuite's role as a strategic information asset, ensuring that the platform evolves with the business rather than simply maintaining the status quo.

By following the steps and strategies in this whitepaper, administrators can take proactive, data-driven actions that deliver measurable benefits across departments. Implementing a strong governance framework, maintaining comprehensive documentation, leveraging a structured ticketing system, and using targeted KPIs all contribute to a NetSuite environment that is transparent, accountable, and aligned with strategic goals. These elements work together to build a resilient NetSuite infrastructure that minimizes operational risks, promotes cross-departmental trust, and empowers administrators to focus on innovation over rework.

For CFOs and CIOs, investing in this approach to NetSuite administration translates into sustainable, long-term value. It means ensuring that every aspect of NetSuite—from user engagement and license efficiency to compliance and cost-effectiveness—is consistently aligned with the organization's broader objectives. With a dedicated administrator or team, equipped with the right infrastructure and guided by clear KPIs, NetSuite becomes a dynamic, value-generating platform that actively supports the organization's growth.

A PRACTICAL STORY: Process Groups in Action

One of E+R's most transformative clients was George, the managing director of a regional distribution business. George was a NetSuite user for eight years but had churned through multiple partners and freelancers.

"They all failed me, everyone promised but ultimately couldn't deliver" he said bluntly in our first meeting. George had a long list of pain points, and each seemed more daunting than the last.

But as we tackled each issue, skepticism gave way to trust. A year later, George's review was glowing. With NetSuite finally working as he envisioned, he felt free to step back, handing day-to-day operations to a professional manager. Over coffee, he admitted, "This wouldn't have been possible without your support."

For George, NetSuite had transformed from a burden into a trusted ally, allowing him to focus on bigger visions for his company. Win Win Win.

Ultimately, a well-supported NetSuite administrator is an invaluable asset, turning NetSuite into a robust foundation for sustained growth and positioning it as a critical tool for strategic success. This partnership between administrator and organization is essential for unlocking the full potential of NetSuite, enabling leaders to achieve meaningful, long-term gains from their ERP investment.

