



ETTER+RAMLI 

Dedicated Independent NetSuite Managed Success

NetSuite Performance Benchmarking Assessment Tool: Value KPI's Breakdown

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Optimize Your NetSuite Investment

This assessment evaluates efficiency, cost control, and user adoption, helping you identify hidden inefficiencies, automation gaps, and cost-saving opportunities to scale smarter.

How It Works: Each KPI measures a critical aspect of your NetSuite environment:

- ✓ **What's working** – Where you're getting strong ROI and efficiency.
- ✓ **Where to improve** – Gaps in automation, licensing, or user proficiency.
- ✓ **Next steps** – Specific strategies to optimize performance and reduce costs.

Key KPIs Measured

- ◆ **Transactions per User** – Are users maximizing automation?
- ◆ **Licenses per Transaction** – Is your licensing cost-effective?
- ◆ **TCO per Transaction** – Are you scaling efficiently?
- ◆ **Licenses per User** – Are you overpaying for unused licenses?
- ◆ **TCO per User** – Is NetSuite delivering strong ROI?
- ◆ **Cases per User** – Are users self-sufficient or struggling?
- ◆ **Support Cost per Case** – Is IT support cost-efficient?
- ◆ **Users per NetSuite Admin** – Are admins operating efficiently?
- ◆ **User Satisfaction (NPS Score)** – Are users engaged and productive?
- ◆ **Transaction Error Rate** – Is poor data slowing you down?
- ◆ **Process Gates** – Are internal controls preventing costly errors?

Grading System

- ✓ **Best in Class: 1 Point** 🚀
- ✓ **Cautiously Optimistic: 2 Points** ★
- ✓ **Needs Improvement: 3 Points** ⚠️

Your Next Steps

- 1 Review your score** – Understand where you stand.
- 2 Identify gaps** – Find areas for automation, training, or cost savings.
- 3 Take action** – Streamline workflows, cut inefficiencies, and improve user adoption.

🚀 Need expert help? **Etter+Ramli** specializes in NetSuite optimization, automation, and cost control. **Contact us today** for a tailored strategy to maximize your NetSuite performance!

NetSuite Modules & Integrations

Licensing Costs		
NetSuite Cost (Before Discount) - The gross license found on the Estimate.	\$	
NetSuite Costs (After Discount) - The net license payable, found on the Estimate.	\$	
Negotiated Discount (%) - You'll need to calculate the % discount from the estimate.	%	
NetSuite Support Cost (\$) - The amount of money paid for NS Support	\$	
Renewal Price Cap? Can be located in the terms of your renewal estimate.	Y/N	
Dedicated FTE's to Administrating NetSuite - An approximate amount of resource available to work on improving your NetSuite environment.	#	
Cost of Administrator Services - The total paid for support and services to run NetSuite.	\$	
Subsidiaries - The number of Subsidiaries provisioned.	#	
Countries - The number of Countries provisioned.	#	
Transaction Volume(Count the Core Transactions in the past 12 months) - Use a transaction search, with criteria = core transactions and MainLine = True, and results count the Internal ID.	#	
Transaction Line Volume(Count the Core Transaction Lines in the past 12 months) - Use a transaction search, with criteria = core transactions, and results count the Line ID.	#	
Core Transactions include "Estimates, Sales Orders, Item Fulfillment, Item Receipt, Invoices, Customer Payments. Purchase Orders, Vendor Bills, Bill Payments, Write Cheques, Expense Reports, add others, avoid using journal		
Full Users - The number of Full Access users provisioned.	#	
Employee Center Users - The number of employee center users provisioned.	#	
Transactions with Errors - A rough guess at the number of transactions that have been repaired for bad encoding in the past year.	#	
Process Gates - The number of control points in your business process that are actively monitored for compliance. A common example is that every Invoice must be created from a Sales Order.	#	
Support Cases - Count of Support Cases Opened with NetSuite In the Past 12 months	#	

For each KPI, give yourself a score for performance achieved. The grading system simply adds up a total score, the lower the score the better, if you run into trouble just reach out we'd be happy to help.

🚀 Formula:

Transaction Volume ÷ Full Users (or Transaction Line Volume ÷ Full Users for complex multi line transactions)

What It Is

This KPI measures how efficiently your team processes transactions using automation. A higher number means greater productivity with the same resources.

Why It Matters

- ✓ **Higher KPI** = More efficiency, automation working effectively.
- ✓ **Lower KPI** = Manual processes slowing down operations.

How to Improve

- ✓ **Automate Workflows** – Use SuiteFlow to reduce manual tasks.
- ✓ **Use Dashboards & Saved Searches** – Speed up decision-making.
- ✓ **Train Your Team** – Leverage bulk actions, scripts, and automation tools.

Grading System

- ✓ **Best in Class: 5,000+ Transactions/User/Year** 🚀
- ✓ **Rising Star: 2,000 – 5,000 Transactions/User/Year** ★
- ✓ **Needs Improvement: Below 2,000 Transactions/User/Year** ⚠️

Success Story: HorizonTech

HorizonTech was stuck at 1,800 transactions per user due to manual inefficiencies.

Etter+Ramli helped automate approvals, streamline invoicing, and optimize dashboards. In one year, their KPI jumped to 5,940, tripling invoice processing and cutting order-to-invoice time by 40%—without adding staff.

🚀 **Formula: Licensing Costs ÷ Transaction Volume**

What It Is

This KPI measures how efficiently your team uses NetSuite licenses. A lower ratio means you're getting more value per license, while a higher ratio suggests inefficiencies or wasted costs.

Why It Matters

- ✓ **Lower Ratio** = More transactions per license, maximizing cost efficiency.
- ✓ **Higher Ratio** = Possible overpaying for unused licenses or underutilizing automation.

How to Improve

- ✓ **Optimize Role-Based Licensing** – Assign only necessary roles.
- ✓ **Automate Routine Transactions** – Reduce manual workload.
- ✓ **Audit & Adjust User Access** – Remove inactive users & optimize licenses.

Grading System

- ✓ **Best in Class: < 0.10 \$ Licenses/Transaction** 🚀
- ✓ **Cautiously Optimistic: > 0.10 \$ & < 8.00 \$ Licenses \$/Transaction** ★
- ✓ **Needs Improvement: > 8 .00 \$ Licenses/Transaction** ⚠️

Success Story: Scaling Transactions Without Extra Licenses

Sterling Manufacturing struggled with rising NetSuite licensing costs despite minimal growth. Their KPI worsened, signaling inefficiencies. Etter+Ramli helped audit roles, remove redundancies, and automate workflows, enabling users to process 40% more transactions without additional licenses. Their KPI dropped 35%, driving significant annual savings while boosting productivity.

The Bottom Line - Unchecked licensing costs can erode productivity gains. If you're struggling with NetSuite license costs, Etter+Ramli offers a performance-based negotiation service to cut costs and scale efficiently—risk-free.

📌 Formula:

Total Cost of Ownership ÷ Transaction Volume

Why It Matters

This KPI tracks how much it costs to process each transaction. A lower TCO/Transaction means your system is scalable and cost-efficient, while a higher TCO/Transaction signals rising costs or inefficient processes.

How to Improve

- ✓ **Automate workflows** – Reduce manual approvals and transaction processing.
- ✓ **Optimize infrastructure & licensing** – Cut unnecessary overhead.
- ✓ **Review consultant costs** – Ensure external resources are essential.

Grading System

- ✓ **Best in Class: < 0.20 \$ /Transaction** 🚀
- ✓ **Cautiously Optimistic: > 0.20 \$ & < 8.00 \$ /Transaction** ★
- ✓ **Needs Improvement: > \$10 .00 \$ /Transaction** ⚠️

Success Story: Reducing TCO While Scaling Operations

GlobeTech Solutions, a fast-growing tech distributor, struggled with rising operational costs despite strong sales. Their TCO per Transaction was climbing, driven by manual invoicing, inefficient licensing, and high consultant fees.

Etter+Ramli stepped in to automate approvals, optimize licensing, and eliminate redundant consulting spend. Within a year, transaction volume grew 60%, while TCO per Transaction dropped by 35%. GlobeTech saved over \$250K annually, improving both cost efficiency and scalability—without sacrificing service quality.

📌 Formula:

Total Licenses ÷ Full Users

Why It Matters

This KPI tracks license efficiency, ensuring you're not overpaying for unused seats or overloading users with inefficiencies.

- ✓ **High Ratio** = Too many underutilized licenses, potential waste.
- ✓ **Low Ratio** = Users may be overloaded due to poor system optimization.

How to Improve

- ✓ **Audit licenses regularly** – Remove unused seats.
- ✓ **Train users & automate tasks** – Maximize license value.
- ✓ **Use SuiteFlow & custom roles** – Optimize license allocation.

Grading System

- ✓ **Best in Class: < 1500 \$ Licenses/User** 🚀
- ✓ **Cautiously Optimistic: > 1500 \$ & < 5000 \$ Licenses/User** ★
- ✓ **Needs Improvement: > 5000 \$ Licenses/User** ⚠️

Success Story: Cutting Costs by Right-Sizing Licenses

Atlas Logistics, a global supply chain company, was paying for far more NetSuite licenses than needed. Their Licenses per User KPI was too high, with multiple inactive users still assigned seats.

Etter+Ramli conducted a license audit, removed unnecessary seats, and introduced automation to improve efficiency. Within six months, they reduced licensing costs by 25% while maintaining full productivity, saving the company \$180K annually.

📌 Formula:

Total Cost of Ownership ÷ Full Users

Why It Matters

This KPI tracks whether your NetSuite investment is delivering real value per user.

- ✓ **Lower TCO/User** = Higher productivity, cost-effective NetSuite usage.
- ✓ **Higher TCO/User** = Inefficiencies, underutilized licenses, or unnecessary costs.

How to Improve

- ✓ **Train users** – Maximize NetSuite functionality.
- ✓ **Reduce consultant dependency** – Upskill internal teams.
- ✓ **Automate routine tasks** – Eliminate manual admin work.

Grading System

- ✓ **Best in Class: < 2500 \$ /User** 🚀
- ✓ **Cautiously Optimistic: > 2500 \$ & < 10000 \$ /User** ★
- ✓ **Needs Improvement: > 10000 \$ /User** ⚠️

Success Story: Boosting ROI While Cutting Costs

NovaTech Solutions was struggling with high NetSuite costs per user while employees underutilized key features. Their TCO/User kept rising, with heavy reliance on external consultants for basic tasks.

Etter+Ramli implemented targeted user training, automated frequent processes, and reduced consultant hours. Within six months, TCO/User dropped by 30%, while internal teams became self-sufficient, saving NovaTech \$200K annually without sacrificing efficiency.

🚀 Formula:

Total Support Cases ÷ Full Users

Why It Matters

This KPI measures system stability and user efficiency.

- ✓ **Lower Cases/User** = Users are self-sufficient, and the system runs smoothly.
- ✓ **Higher Cases/User** = Poor training, system issues, or lack of documentation.

How to Improve

- ✓ **Provide structured NetSuite training** – Reduce user confusion.
- ✓ **Enhance self-help resources** – Improve FAQs and documentation.
- ✓ **Automate repetitive support requests** – Use AI chatbots or macros.

Grading System

- ✓ **Best in Class: > 5 Cases/User** 🚀
- ✓ **Cautiously Optimistic: < 5 & > 1 Cases/User** ★
- ✓ **Needs Improvement: < 1 Cases/User** ⚠️

Success Story: Reducing Support Cases Through Training

EagleTech Industries was overwhelmed with high support cases per user, with employees logging multiple tickets for simple issues. This slowed operations and frustrated both users and IT.

Etter+Ramli introduced targeted NetSuite training, a self-service help portal, and automated responses for common issues. Within six months, support cases dropped 40%, and employees resolved most issues independently, improving system adoption and efficiency.

🚀 **Formula: Total Support Costs ÷ Total Support Cases**

Why It Matters

This KPI measures how efficiently your business manages support costs.

- ✓ **Lower Cost/Case** = Support is cost-effective, well-managed, and users resolve issues efficiently.
- ✓ **Higher Cost/Case** = Inefficiencies, overreliance on high-cost support, or too many preventable issues.

A rising Support Cost per Case could mean excessive outsourcing, ineffective training, or an unstable system requiring frequent fixes.

How to Improve

- ✓ **Implement Self-Service Solutions** – Build knowledge bases, AI chatbots, and FAQs to reduce case volume.
- ✓ **Enhance User Training** – Improve adoption and troubleshooting skills to minimize simple support requests.
- ✓ **Streamline Support Processes** – Automate ticket routing and resolution tracking to improve efficiency.
- ✓ **Optimize Support Staffing** – Ensure the right mix of internal and external support resources.

Grading System

- ✓ **Best in Class: < 100 \$ per Case** 🚀
- ✓ **Cautiously Optimistic: > 100 \$ & < 1000 \$ per Case** ★
- ✓ **Needs Improvement: > 1000 \$ per Case** ⚠️

Success Story: Cutting Support Costs While Improving Service

BrightTech Solutions struggled with high support costs per case, as employees frequently logged tickets for basic issues, and external consultants handled most support requests.

With **Etter+Ramli's** help, they introduced structured training, built an AI-powered self-help portal, and optimized support workflows. Within a year, their support cost per case dropped by 45%, reducing external consultant dependency and enabling faster, more cost-effective issue resolution.

🚀 Formula:

Total NetSuite Users ÷ Full-Time Equivalent (FTE) NetSuite Administrators

Why It Matters

This KPI tracks how efficiently NetSuite admins support users.

- ✓ **Low Ratio (<50)** = Best-in-class efficiency, streamlined operations.
- ✓ **Moderate Ratio (50-75)** = Stretched but manageable with optimization.
- ✓ **High Ratio (>75)** = Overloaded admins, risking delays and inefficiencies.

A high ratio can overwhelm admins, slowing support. A low ratio may indicate overstaffing or poor user training.

How to Improve

- ✓ **Automate Workflows** – Reduce manual admin tasks.
- ✓ **Train Users** – Enable self-sufficiency to cut support requests.
- ✓ **Enhance Self-Service** – Create dashboards & documentation.
- ✓ **Optimize Roles & Licensing** – Reduce unnecessary admin workload.

Grading System

- ✓ **Best in Class: < 40 Users /Admin** 🚀
- ✓ **Stretched: > 40 & < 1100 Users /Admin** ★
- ✓ **Bursting at the Seams: > 100 Users /Admin** ⚠️

Success Story: Cutting Support Load Without Adding Admins

Apex Distributors had 120 users per admin, causing delays, admin burnout, and rising support tickets. Instead of hiring, Etter+Ramli automated processes, optimized user roles, and trained staff on self-service tools.

Within six months, they cut support tickets by 40%, improving their ratio to 80 Users/Admin without adding staff. This saved Apex over \$150K annually, proving that automation and training beat admin expansion. 🚀

📌 Formula:

Net Promoter Score (NPS) from NetSuite Users

Why It Matters

User satisfaction directly impacts productivity and adoption.

- ✓ **High NPS (70+)** = Users find NetSuite intuitive and effective.
- ✓ **Moderate NPS (50-70)** = Some friction exists but users see value.
- ✓ **Low NPS (<50)** = Users struggle with inefficiencies, poor training, or system frustrations.

How to Improve

- ✓ **Survey Users Regularly** – Gather feedback to identify pain points.
- ✓ **Enhance Training & Support** – Ensure users fully understand NetSuite.
- ✓ **Streamline Processes** – Fix recurring issues and optimize workflows.

Grading System

- ✓ **Best in Class: NPS > 8** 🚀
- ✓ **Cautiously Optimistic: NPS < 8 & > 5** ★
- ✓ **Needs Improvement: NPS < 5** ⚠️

Success Story: Turning NetSuite Frustration into Engagement

Horizon Logistics had an NPS of 42, with users complaining about complex workflows and lack of training. Many relied on manual workarounds, increasing frustration.

Etter+Ramli simplified key processes, improved training, and introduced a help portal. Within six months, NPS jumped to 75, user confidence increased, and support tickets dropped by 35%—showing that small changes lead to big wins. 🚀

📌 Formula:

(Total Incorrect Transactions ÷ Total Transactions) × 100

Why It Matters

This KPI measures data quality and process compliance.

- ✓ **High Error Rate** = Poor controls, leading to incorrect reporting and inefficiencies.
- ✓ **Low Error Rate** = Strong data integrity and reliable transaction processing.

How to Improve

- ✓ **Use Validation Rules** – Require key fields to prevent mistakes.
- ✓ **Implement Real-Time Audits** – Catch errors before they impact workflows.
- ✓ **Train Users** – Ensure proper data entry methods to reduce manual mistakes.

Grading System

- ✓ **Best in Class: < 1 / 1000 % Error Rate** 🚀
- ✓ **Cautiously Optimistic: > 1 & < 10 / 1000 % Error Rate** ★
- ✓ **Needs Improvement: > 10 / 1000 % Error Rate** ⚠️

Success Story: Cutting Errors by 60% with Automation

Summit Manufacturing had a 4.5% transaction error rate, leading to delayed shipments, incorrect invoices, and frustrated customers.

Etter+Ramli implemented mandatory fields, real-time validation, and user training, reducing errors to 1.8% in six months. The result? Fewer manual corrections, faster processing, and improved customer satisfaction. 🚀

🚀 What It Is

A process gate is a transaction handoff checkpoint that ensures accuracy and compliance. Examples include:

- ✓ **Invoices matching Sales Orders** – Prevents revenue leakage.
- ✓ **Bills matching Purchase Orders** – Ensures correct payments.

These gates validate data integrity and serve as key internal controls to prevent errors, fraud, and inefficiencies.

Why They Matter

- ✓ **High Process Gate Pass Rate (+50)** = Strong internal controls, minimal transaction errors.
- ✓ **Moderate Pass Rate (20-50)** = Some inefficiencies, but controls are working.
- ✓ **Low Pass Rate (<20)** = Risk of financial discrepancies and compliance failures.

How to Improve

- ✓ **Automate Matching Rules** – Use NetSuite validations for automatic checks.
- ✓ **Require Mandatory Fields** – Ensure transactions have complete data before approval.
- ✓ **Conduct Regular Audits** – Identify and resolve mismatches before they cause issues.

Grading System

- ✓ **Best in Class: > 60 Pass Rate** 🚀
- ✓ **Cautiously Optimistic: < 60 & > 15 Pass Rate** ★
- ✓ **Needs Improvement: < 15 Pass Rate** ⚠️

Success Story: Strengthening Process Gates to Reduce Errors

Vertex Distributors struggled with a 15% process gate pass rate, leading to invoice mismatches and payment delays. Etter+Ramli implemented automated matching, required key fields, and improved approval workflows. Within six months, their pass rate jumped to 55%, reducing manual corrections by 70% and ensuring faster, more accurate financial reporting.



KPI	Score
Transactions per User: Boosting Efficiency with Automation	
Licenses per Transaction: Maximizing NetSuite Cost Efficiency	
Total Cost of Ownership (TCO) per Transaction: Measuring Cost Efficiency	
Licenses per User: Maximizing License Efficiency	
Total Cost of Ownership (TCO) per User: Measuring NetSuite ROI	
Cases per User: Tracking System Stability & User Proficiency	
Support Cost per Support Case: Measuring IT Efficiency	
Users per NetSuite Administrator FTE: Maximizing Efficiency	
User Satisfaction (NPS Score): Measuring NetSuite Adoption	
Transaction Error Rate: Ensuring Data Accuracy	
Process Gates: Ensuring Transaction Accuracy & Compliance	
Total Score	

KPI	Best in Class 1 Point 🚀	Cautiously Optimistic 2 Points ★	Needs Improvement 3 Points ⚠️
Transactions per User: Boosting Efficiency with Automation	5000+	> 2000 & < 5000	< 2000
Licenses per Transaction: Maximizing NetSuite Cost Efficiency	< 0.10	> 0.10 & < 8.00	> \$8 .00
Total Cost of Ownership (TCO) per Transaction: Measuring Cost Efficiency	< 0.20	> 0.20 & < 8.00	> \$10 .00
Licenses per User: Maximizing License Efficiency	< 1500	> 1500 & < 5000	> 5000
Total Cost of Ownership (TCO) per User: Measuring NetSuite ROI	< 2500	> 2500 & < 10000	> 10000
Cases per User: Tracking System Stability & User Proficiency	> 5	< 5 & > 1	< 1
Support Cost per Support Case: Measuring IT Efficiency	< 100	> 100 & < 1000	> 1000
Users per NetSuite Administrator FTE: Maximizing Efficiency	< 40	> 40 & < 1100	> 100
User Satisfaction (NPS Score): Measuring NetSuite Adoption	> 8	< 8 & > 5	< 5
Transaction Error Rate: Ensuring Data Accuracy	< 1 / 1000	> 1 & < 10 / 1000	> 10 / 1000
Process Gates: Ensuring Transaction Accuracy & Compliance	> 60	< 60 & > 15	< 15

✔ Score 9 or Better – Best in Class!

Your NetSuite system is optimized, delivering efficiency, cost control, and automation. Users are productive, manual work is minimal, and ROI is strong.

◆ Next Steps:

- Explore AI-driven reporting & automation for even greater efficiency.
- Use predictive analytics to enhance forecasting.
- Benchmark KPIs regularly to stay ahead of industry trends.

⚠ Score 9-18 – Cautiously Optimistic

Your system is functional, but gaps in efficiency remain. Some manual processes persist, costs aren't fully optimized, and users may need more training.

◆ Corrective Actions:

- 1 **Automate workflows** – Use SuiteFlow & SuiteScript to remove bottlenecks.
- 2 **Improve adoption** – Provide structured NetSuite training.
- 3 **Optimize licensing** – Audit licenses & eliminate unused modules.
- 4 **Enhance data quality** – Implement data validation & approval workflows.

◆ Next Steps:

- Monitor KPIs to track progress.
- Book a consultation with Etter+Ramli for targeted improvements.
- Request a NetSuite Health Check to uncover inefficiencies.

✖ Score 18-27 – Immediate Action Required

Your NetSuite setup is inefficient, with high costs, poor automation, and overwhelmed users. Productivity and ROI are suffering.

◆ Critical Fixes:

- 1 **Full NetSuite Health Check** – Assess automation, licensing, and efficiency.
- 2 **Reduce costs** – Optimize licenses, access levels, and support fees.
- 3 **Automate immediately** – Use SuiteFlow to cut manual processes.
- 4 **Retrain users** – Improve adoption with structured training.

◆ Next Steps:

- Schedule a consultation with Etter+Ramli.
- Implement efficiency wins – Automate workflows, cut costs.
- Track KPIs for 6 months to measure improvements.

How Etter+Ramli Helps You Maximize NetSuite

At Etter+Ramli, we specialize in NetSuite optimization, automation, and cost control. We help businesses get more from NetSuite by improving efficiency, reducing costs, and maximizing ROI.

- ✓ **License Renewal & Renegotiation** – Reduce NetSuite costs and negotiate smarter.
- ✓ **NetSuite Performance Audits** – Identify inefficiencies and improve system usage.
- ✓ **Automation & Process Optimization** – Streamline workflows, reduce errors, and enhance user experience.
- ✓ **Dedicated Admin & Support** – Gain expert resources to manage NetSuite without hiring full-time staff.
- ✓ **Training & Adoption Programs** – Empower users to work smarter and faster.

🚀 **Don't let inefficiencies hold you back!**

Book a consultation today and start optimizing your NetSuite performance.

