ZoneReporting

These best-practice reports for NetSuite data can help improve your company's financial and operational performance and valuation.

10 Key Reports for NetSuite that Every C-Suite Executive Wants Automated

Introduction

C-suite executives constantly struggle with the same issue: painful, manual reporting processes.

Ideally, reporting processes should deliver quick, accurate insights. At leading companies, executives want automated, detailed reporting that gives enterprise-wide visibility and doesn't rely on enormous spreadsheets.

Automated

Since businesses often move quickly, executives value reports and metrics that update automatically. Automated reports that are updated frequently (daily or hourly if possible) allows leadership to proactively manage the business, reviewing performance as needed instead of waiting for a month-end reporting package to be prepared.

No Excel

Executive teams prefer not to rely on a series of giant spreadsheets as the only way to obtain key metrics and reports. Studies show that 88 percent of spreadsheets contain errors, and there is a serious risk of inaccurate reports making it to the board or into investor decks. All too often, these spreadsheets are managed by one individual, which exposes your company to risk should they leave.

Key Metrics / Analysis

It is simply not possible to produce key analytics in most ERP and Financial Reporting Software platforms. Executives are looking for a deeper level of data analysis for operational insights, and only business intelligence (BI) reporting tools can handle both the transaction-level detail and aggregations by business segment that are required.

Enterprise-wide Reporting

Companies need a reporting tool for all their data sources to allow one-version-of-truth reporting across NetSuite, Salesforce, Amazon, Shopify, Google Analytics/Ads and other key data sources they utilize. C-Suite Executives should not have to go to multiple systems to obtain their numbers.

This white paper is intended to address those pain points, providing C-Suite executives an actionable roadmap to key metrics they can manage using NetSuite. These ten reports give executives the automated, focused dashboards they need for enterprise-wide analysis.

Introduction

For each of the reports below, we will identify the key objective, discuss the report's value, and show a visual example. This white paper covers 10 executive reports for the C-suite:

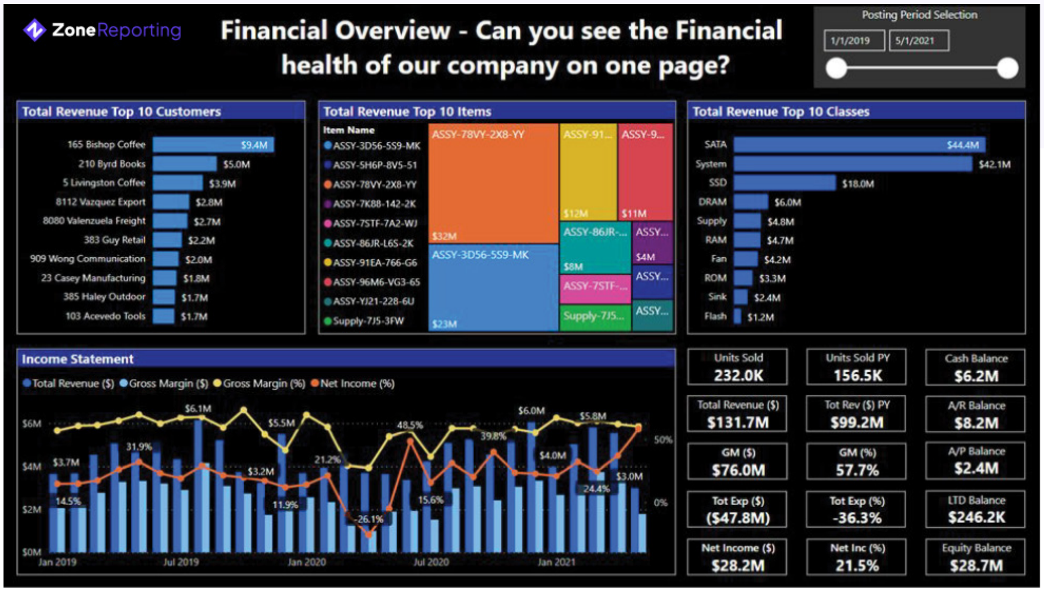
- **Financial Overview**
- **Revenue Waterfall**
- **Top Level Analysis: ex. Volume & Revenue**
- **Segmentation Analysis: ex. Customers**
- **Ad-hoc Questions (Natural Query Language)**
- **Key Influencers (statistical analysis)**
- **Accounts Receivable and Accounts Payable Performance**
- **Cash Flow Forecast**
- **Managerial Reporting**
- **Consolidations & Multi-Currency Flexibility: ex. Balance Sheet**

About the Authors

Josh LaSov, Founder of ZoneReporting, is a founder of three SaaS companies and a serial strategic advisor to numerous businesses from inception through sale. Josh is a certified NetSuite ERP consultant with experience implementing NetSuite for over 100 companies. Josh couples his NetSuite experience with his extensive BI experience, having worked with 200+ NetSuite companies using Power BI. Josh strives to bring NetSuite companies actionable insight into their businesses through reporting and analytics.

Scott Pickering, CPA, Engagement Manager at ZoneReporting, is a former multi-company C-suite member who took one company public. Scott has a dual background in accounting and computer information systems, with 20+ years' experience in reporting, business intelligence and visualizations.

Report 1: Financial Overview



Objective:

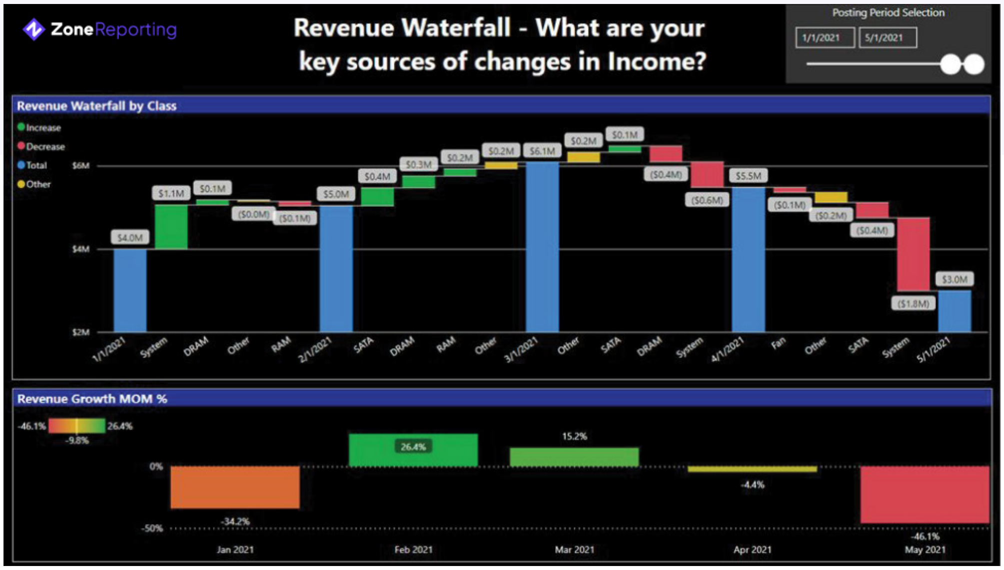
This report is an ideal hub for the C-suite to begin every day. Since the C-suite is steering the ship, it's important to start with a command center that shows the health of the company and its key metrics. We think of this report as the C-suite's compass. It automatically refreshes so executives can see the health of the company every day instead of just when the month-end reporting package is available. It is an essential report for understanding the business at a glance.

Each member of the C-suite will want to tweak the metrics slightly to account for specific business needs. In later reports we will dive deeper into other key metrics (e.g., unit economics, profitability).

Report Value:

- **Daily updates** – For most C-suite executives, this level of detail is only available monthly. However, viewing the information on a daily basis helps course-correct at any point instead of waiting for the end of the month.
- **Proactive management** - Keeping an eye on trended visuals, as displayed in this report, gives the C-suite great indicators of potential issues in real time.

Report 2: Revenue Waterfall



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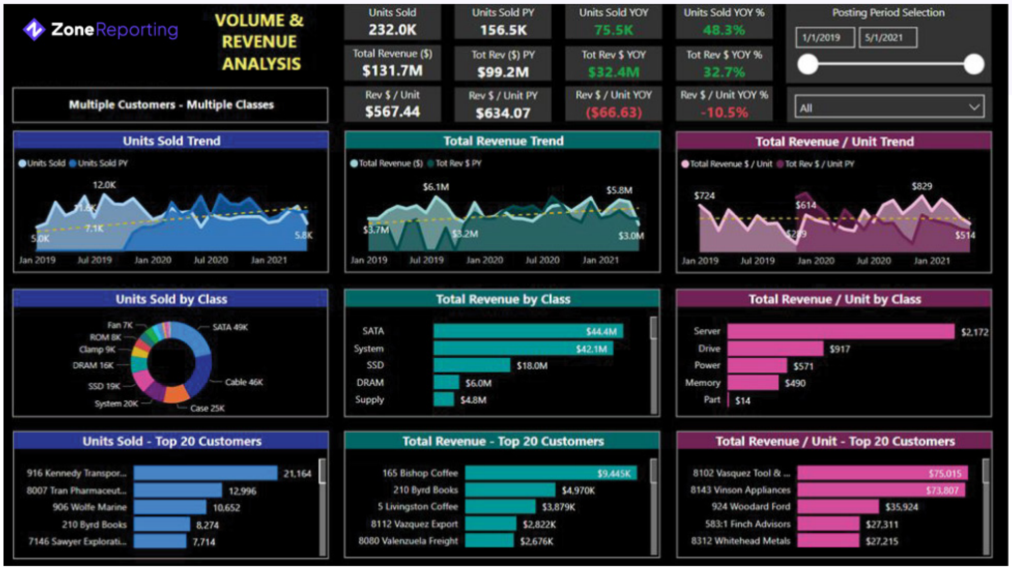
Report 3: Top Level Analysis: ex. Volume & Revenue



Objective:

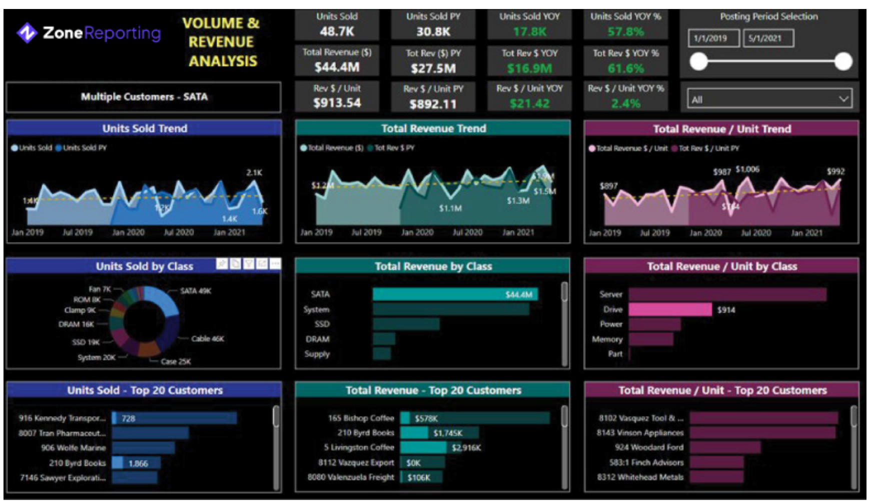
Historically, when executives performed top level analyses, they needed a 20-page report pack to dive into top level KPIs such as volume and revenue. The C-suite was supposed to find correlation and insight within these massive reports by spotting trends across random pages. Unsurprisingly, business leaders were often left drawing conclusions that were inaccurate and ineffective.

Now, Zone recommends using a single page report to get the ideal level of granularity across your key top-level analyses. From the Top Level Analysis report, we can slice and dice to find correlation and insights that other executives often miss.

Report Value:

- **Elimination of Ineffective Massive Report Packs** – Work smarter, not harder by eliminating cumbersome report packs that are nearly impossible to work with.
- **Quick Refreshes** - Have this level of granularity at your fingertips with a refresh frequency up to hourly. Monitor business performance at a high level and nearly in real time.

Report 3: Top Level Analysis: ex. Volume & Revenue

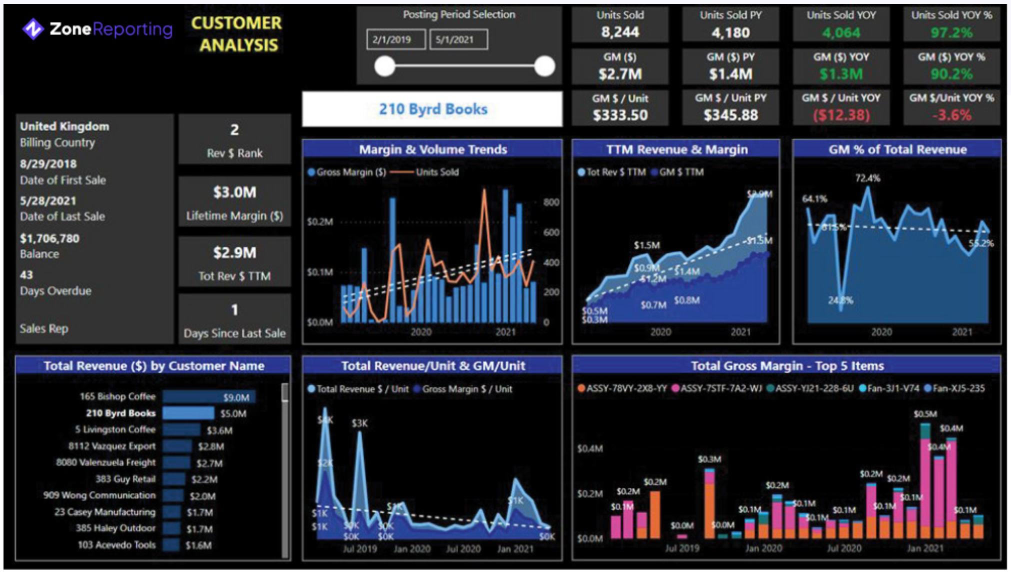


- **Drill Down Insight** – For example, in the report (top) we can see that our average Rev $/Unit = $567.44. Additionally, we can see that our highest-performing product class is SATA from a units sold perspective.

  Looking more closely by clicking on SATA (bottom), the average Rev $/Unit increases to $913.54. Not only is it the highest grossing unit sold, it's also almost double the average Rev $/Unit. However, the key insight that this view uncovers is that the penetration into the top 20 customers is almost non-existent, which presents an incredible opportunity for upsells.

  Had we been trying to find the same correlation and insight within a printed report pack, it would be easy to miss that insight.

Report 4: Segmentation Analysis: ex. Customers



Objective:

When a C-suite wants to know how a segment of the business is doing (i.e. customers, items, sales reps, subsidiaries, locations, departments, etc.), it's imperative that each member has a consistent, detailed view across those segments. Our Segmentation Analysis focuses on financial and operational metrics that helps the C-suite quickly and intelligently analyze key segments.

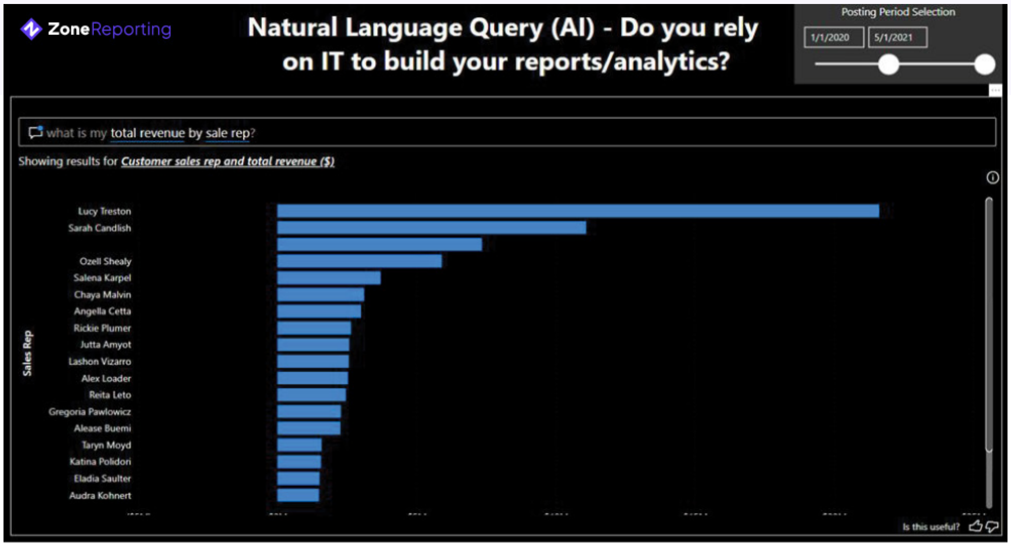
This report also provides drill-down into transaction-level detail to perform deeper analysis. Often, the C-suite uses this report in management meetings to help assess the performance of their managers.

Report Value:

- **Visibility** – This report enhances the C-suite's visibility into the key segments of their business. The value of this report is in helping the C-suite get data driven, granular, and up-to-date insights and answers at a segmented level, which is often very hard to obtain in an ERP system or a spreadsheet.

- **Transaction-Level Detail** - We've seen a large uptick in C-suite executives requiring the ability to drill into transaction-level detail so they can run ad-hoc analyses of their business performance. Rather than relying on an analyst to prepare and explain manual work, this level of granularity allows executives to make quick, confident, data driven business decisions as needed.

Report 5: Ad-hoc Questions (Natural Query Language)



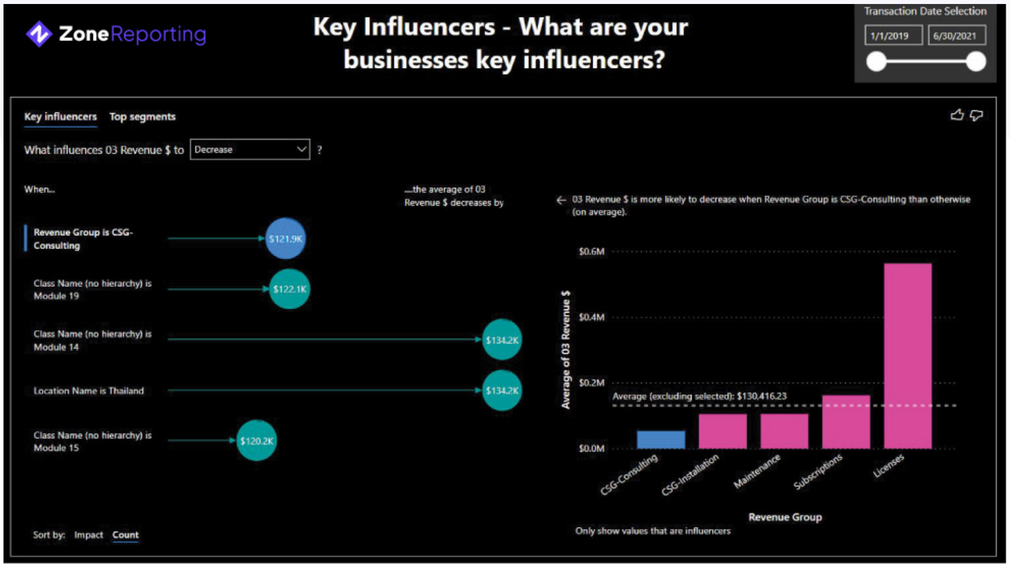
Objective:

This report allows the C-suite to quickly build reports and analysis by just typing in a question. We leverage a form of artificial intelligence in Power BI called Natural Query Language to enable this feature. The objective of this report is to allow the C-suite to run queries on their data quickly by asking more organic questions.

Report Value:

- **Speed** – This report provides the C-suite a very quick, intuitive way to answer business questions.
- **Self-Service** - Often the C-suite doesn't master a reporting tool from top to bottom. This feature provides a way for them to build accurate reports with little to no training.

Report 6: Key Influencers (Statistical Analysis)



Objective:

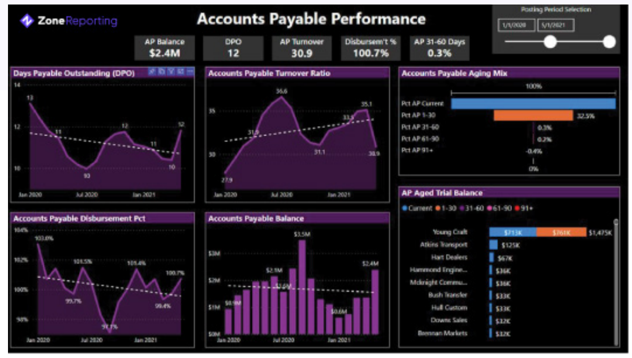
We think of this report as “statistics for non-statistical experts.” This is another form of artificial intelligence from Power BI that allows us to mine data to find correlation and insights.

In the example above we are able to see what drivers influence our Gross Margin $ / Unit the most. In this case, our product class = server represents 24.8% of gross margin with an average Gross Margin $ / Unit = $2,245 above average.

Report Value:

- **Data-Driven Insights into Key Drivers** – Knowing your drivers is essential for making confident and intelligent decisions around which business levers to push and pull. This report takes the guesswork out of knowing your drivers and their quantified impact.
- **Statistical Analysis Without Needing Statistical Expertise** – In this report we can analyze key drivers individually and based on segments (often called clusters). The analysis focuses on impact and count. Impact typically means a $ or unit impact, while count is the number of transactions / occurrences.

Report 7: Accounts Receivable and Accounts Payable Performance



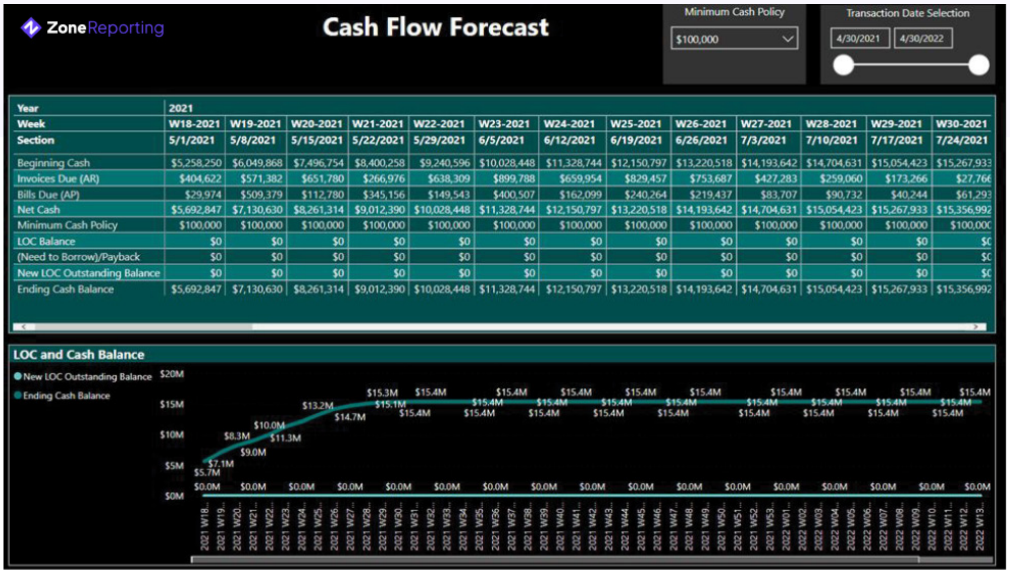
Objective:

All businesses have to keep a keen eye on their working capital. However, getting a detailed view across some of the most important KPIs is not available in your ERP system. With this report we can give the C-suite the ability to review working capital performance across their accounts receivable and payable process areas. In particular, the report focuses on DSO / DPO, Collection% / Disbursement%, Aging Mix and being able to view or drill into an aged trial balance.

Report Value:

- **Keeping an Eye on Cash** – The C-Suite needs to always know the company's cash position. Having an actionable view of AR and AP at all times keeps the C-Suite well informed.
- **Details Not Available in a Single ERP Report** - Since this view isn't available in an ERP report, the C-Suite would have historically relied on their teams to prepare this report. Instead, it can now be available and up to date all the time – in an automated fashion.

Report 8: Cash Flow Forecast



Year	2021												
Week	**W18-2021**	**W19-2021**	**W20-2021**	**W21-2021**	**W22-2021**	**W23-2021**	**W24-2021**	**W25-2021**	**W26-2021**	**W27-2021**	**W28-2021**	**W29-2021**	**W30-2021**
Section	**5/1/2021**	**5/8/2021**	**5/15/2021**	**5/22/2021**	**5/29/2021**	**6/5/2021**	**6/12/2021**	**6/19/2021**	**6/26/2021**	**7/3/2021**	**7/10/2021**	**7/17/2021**	**7/24/2021**
Beginning Cash	$5,258,250	$6,049,868	$7,496,754	$8,400,258	$9,240,596	$10,028,448	$11,328,744	$12,150,797	$13,220,518	$14,193,642	$14,704,631	$15,054,423	$15,267,933
Invoices Due (AR)	$404,622	$571,382	$651,780	$266,976	$638,309	$899,788	$659,954	$829,457	$753,687	$427,283	$259,060	$173,266	$27,76
Bills Due (AP)	$29,974	$509,379	$112,780	$345,156	$149,543	$400,507	$162,099	$240,264	$219,437	$83,707	$90,732	$40,244	$61,29
Net Cash	$5,692,847	$7,130,630	$8,261,314	$9,012,390	$10,028,448	$11,328,744	$12,150,797	$13,220,518	$14,193,642	$14,704,631	$15,054,423	$15,267,933	$15,356,992
Minimum Cash Policy	$100,000	$100,000	$100,000	$100,000	$100,000	$100,000	$100,000	$100,000	$100,000	$100,000	$100,000	$100,000	$100,00
LOC Balance	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
(Need to Borrow)/Payback	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
New LOC Outstanding Balance	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Ending Cash Balance	$5,692,847	$7,130,630	$8,261,314	$9,012,390	$10,028,448	$11,328,744	$12,150,797	$13,220,518	$14,193,642	$14,704,631	$15,054,423	$15,267,933	$15,356,992

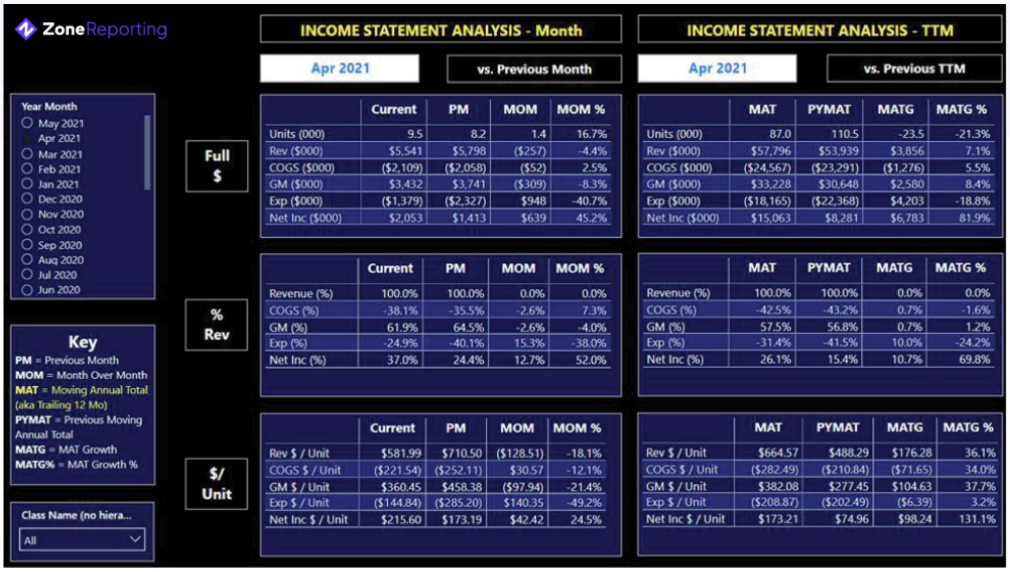
Objective:

While every company forecasts cash differently, having the ability to pull data from multiple sources (e.g., AP and AR from NetSuite, Payroll from ADP and Loan Schedules from Excel) is imperative to maintaining an accurate cash flow forecast. This report allows the C-suite to systemize their cash flow forecasting so they can make easy adjustments to drivers that impact future cash across multiple data sources.

Report Value:

- **Combine Multiple Data Sources** – Power BI allows us to easily combine multiple data sources so that we can handle complex tasks across the entire business or piece by piece.
- **Realtime Cash Flow Forecasting** - Since the report is automated and the integrations to other data sources refresh frequently, the cash flow forecast stays current. This helps the C-suite ensure the company’s cash position is trending as expected.

Report 9: Managerial Reporting



	Current	PM	MOM	MOM %
Units (000)	9.5	8.2	1.4	16.7%
Rev ($000)	$5,541	$5,798	($257)	-4.4%
COGS ($000)	($2,109)	($2,058)	($52)	2.5%
GM ($000)	$3,432	$3,741	($309)	-8.3%
Exp ($000)	($1,379)	($2,327)	$948	-40.7%
Net Inc ($000)	$2,053	$1,413	$639	45.2%

	MAT	PYMAT	MATG	MATG %
Units (000)	87.0	110.5	-23.5	-21.3%
Rev ($000)	$57,796	$53,939	$3,856	7.1%
COGS ($000)	($24,567)	($23,291)	($1,276)	5.5%
GM ($000)	$33,228	$30,648	$2,580	8.4%
Exp ($000)	($18,165)	($22,368)	$4,203	-18.8%
Net Inc ($000)	$15,063	$8,281	$6,783	81.9%

	Current	PM	MOM	MOM %
Revenue (%)	100.0%	100.0%	0.0%	0.0%
COGS (%)	-38.1%	-35.5%	-2.6%	7.3%
GM (%)	61.9%	64.5%	-2.6%	-4.0%
Exp (%)	-24.9%	-40.1%	15.3%	-38.0%
Net Inc (%)	37.0%	24.4%	12.7%	52.0%

	MAT	PYMAT	MATG	MATG %
Revenue (%)	100.0%	100.0%	0.0%	0.0%
COGS (%)	-42.5%	-43.2%	0.7%	-1.6%
GM (%)	57.5%	56.8%	0.7%	1.2%
Exp (%)	-31.4%	-41.5%	10.0%	-24.2%
Net Inc (%)	26.1%	15.4%	10.7%	69.8%

	Current	PM	MOM	MOM %
Rev $ / Unit	$581.99	$710.50	($128.51)	-18.1%
COGS $ / Unit	($221.54)	($252.11)	$30.57	-12.1%
GM $ / Unit	$360.45	$458.38	($97.94)	-21.4%
Exp $ / Unit	($144.84)	($285.20)	$140.35	-49.2%
Net Inc $ / Unit	$215.60	$173.19	$42.42	24.5%

	MAT	PYMAT	MATG	MATG %
Rev $ / Unit	$664.57	$488.29	$176.28	36.1%
COGS $ / Unit	($282.49)	($210.84)	($71.65)	34.0%
GM $ / Unit	$382.08	$277.45	$104.63	37.7%
Exp $ / Unit	($208.87)	($202.49)	($6.39)	3.2%
Net Inc $ / Unit	$173.21	$74.96	$98.24	131.1%

Objective:

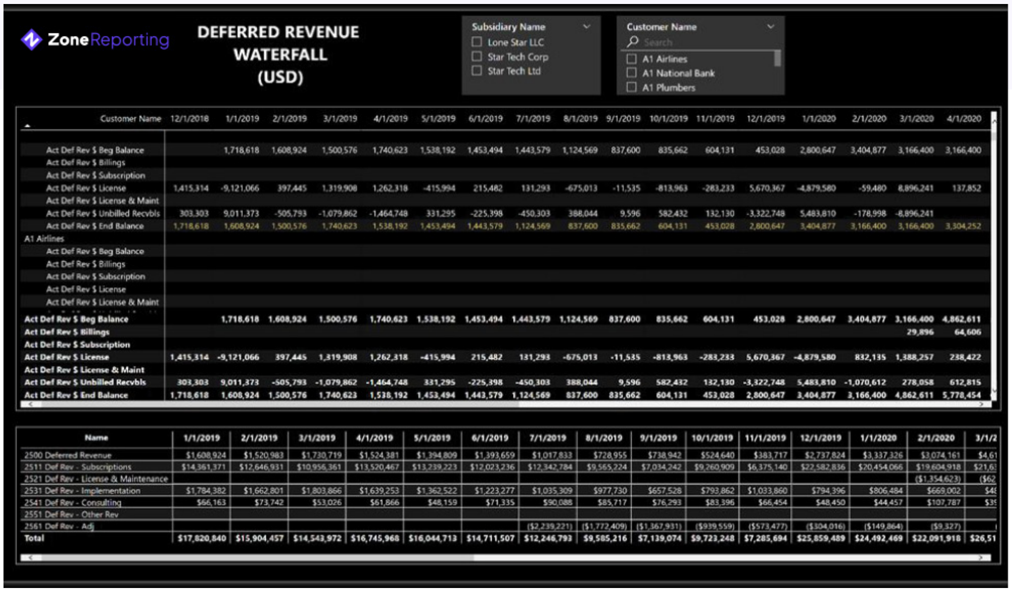
While financial reporting is imperative for banks and audits, preparing managerial views of the business helps the C-suite analyze operations accurately. This report is an example of a commonly used managerial P&L at a company that sells widgets.

The objective of this report is to provide internal stakeholders an intelligent, granular view into business performance so operations can continue to improve. The report can be used as part of an external package because it's easily shareable.

Report Value:

- **Intelligent Operational View of the Business** – Managerial reports deviate from GAAP accounting to provide the business with an actionable and intelligent operational view of business performance.
- **Executive and Investor Readiness** - Many C-suite executives share this report with senior leadership and external parties such as investors. This report can be printed out or easily distributable across teams on the web or mobile.

Report 10: Consolidated & Multi-Currency Flexibility: ex. Balance Sheet



Objective:

Zone customers have asked for additional functionality beyond what's available in NetSuite , such as:

- The ability to choose which subsidiaries to consolidate or roll up for reports, which often requires calculating currency exchange rate roll-ups that are not available in NetSuite.
- The ability to have a balance sheet that shows multiple periods in a single view, instead of being limited to one period at a time.

Report Value:

- **Consolidation Flexibility** – This report allows for alternative consolidations and roll-ups of subsidiaries, giving Zone customers better accuracy and insights than what NetSuite allows in its native reporting.
- **View Multiple Periods on a Balance Sheet** - This report optimizes financial reporting views, speeding up reporting and close processes. This helps the C-Suite see trended patterns within the balance sheet, which otherwise isn't available in NetSuite.

Conclusion

With this set of 10 reports, the C-suite at any business can make informed decisions quickly based on an array of tools that enable fast, accurate analysis of critical metrics.

ZoneReporting is proud to offer the ultimate pre-built reporting solution for companies using NetSuite – all built inside the top-ranked BI tool: Microsoft Power BI. The value points of our pre-built reporting package include:

- **50+ pre-built reports** designed by C-suite reporting experts
- Pre-built integrations with **Salesforce, Google Analytics, Google AdWords** and additional integrations
- Fast implementation in **under two weeks**
- **Unlimited joins across NetSuite** – for example the ARM module, display revenue by item across the revenue management module (i.e., sales orders through revenue arrangements / elements, revenue plans, and journals)
- Reconciles with NetSuite – this package was built by NetSuite experts, and the reports **reconcile back to your NetSuite data from day one**

Learn More at
https://www.zonereporting.com

About ZoneReporting

ORACLE NETSUITE + Power BI

ZoneReporting is the first and only pre-built Power BI solution for NetSuite, Intacct and Salesforce.

ZoneReporting has 100+ live customers using their pre-built Power BI solution.

With a less than 2-week implementation, ZoneReporting provides a completely replicated instance of NetSuite, Intacct and Salesforce to their customers with 50+ pre-built reports designed by former C-Level executives.