



Introducing

**Why Food
and Beverage
Organizations
Are Switching
From QuickBooks
to NetSuite**



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Food and beverage manufacturers and distributors need software that meets all of their business priorities, not just for accounting. Despite this apparent need, finding a business application that is both comprehensive and cost effective can be remarkably difficult.

QuickBooks is a natural starting point for many businesses looking to make their business operations simpler and more efficient. But in time, these companies develop an overreliance on those static spreadsheets and limited accounting systems. The relatively low cost of maintaining the solution masks costly inefficiencies in critical areas of the business. And all too often, food and beverage teams end up layering on additional pieces of software to try to mask QuickBooks' deficiencies in areas such as production planning or inventory management. This snowball of point solutions ultimately leads to a higher total cost of ownership compared to what food and beverage companies would face if they consolidated under one system.

NetSuite Food and Beverage Customers

Increase Revenue Growth by **2%**

Boost Inventory Turn by **3x**

Reduce Time to Close Books by **11 Days**



*Insights sourced from a collection of prospective customers surveyed by NetSuite about their anticipated financial benefits after implementing NetSuite.



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As businesses accelerate their growth, the operational problems only intensify. And when challenges arise—and they always do—a collection of software tools that don't communicate with each other simply doesn't cut it. How can food and beverage teams on QuickBooks handle supply chain disruption, multiple dispersed subsidiaries, or changing regulations and food standards?

These businesses face difficult but necessary questions:

- How do food and beverage companies take advantage of the latest technologies without increasing costs and complexity?
- In a distributed organization, do leaders have real-time data and reports to make informed decisions?
- Who can food and beverage organizations trust to provide a platform for growth that extends beyond the back-office?

Switching from QuickBooks to NetSuite allows companies to lower costs, simplify key business processes, boost productivity and be more competitive.





Accounting is just one element of a company's operations, and while QuickBooks is successful at what it does, it will never be much more than a general ledger that doesn't hold up under increasing business complexities. While it can handle invoices, bills and cash flow tracking, QuickBooks fails to offer the industry-level granularity that food and beverage organizations need to run efficiently. NetSuite, on the other hand, provides end-to-end visibility into receivables and payables. Businesses are able to automate the entire order-to-cash process and simplify both the procure-to-pay and record-to-report processes. NetSuite also provides real-time insights with pre-built, easily customized financial reports plus views into budgeting, expense allocations and amortization.

NetSuite's benefits over QuickBooks don't stop with the accounting function either. Companies can run food and beverage industry-critical operations like inventory management, quality control, lot traceability and transportation management on the same platform and in real time. Execute crucial front-office activities as well, such as customer relationship management, support and omnichannel commerce. And since everything is hosted on the same cloud platform, there is no fear of errors in reporting or lagging data. Information is always up to date.

93% of surveyed organizations increased visibility and control over the business since making the switch to NetSuite from QuickBooks.



80% of surveyed organizations switched to NetSuite because they needed better reporting and tracking.



66% of surveyed organizations had challenges with an inability to handle complex accounting needs using QuickBooks before their company moved to NetSuite.



Source: TechValidate Survey 2021

The SuiteSuccess Approach



SuiteSuccess is the culmination of a multi-year effort to combine NetSuite's unified suite, more than 20 years of industry leading practices, a new customer engagement model and business optimization methods into a unified, industry cloud solution.

SuiteSuccess is engineered to solve unique industry challenges that historically have limited a company's ability to grow, scale and adapt to change. NetSuite recognizes that every food and beverage business is unique and that one size does not fit all. Unlike QuickBooks' standardized solution, the NetSuite team works to identify unique business needs and offers customizations to address them. After all, every organization has a different starting point, business model and direction moving forward.

NetSuite has a staged implementation approach so that food and beverage organizations aren't taking on more capability than they need. Companies establish the foundation with NetSuite's core financials, inventory management and CRM. As they grow, those same companies can expand on their ERP functionality by layering on more robust capabilities. This stairway approach ensures that food and beverage businesses of all sizes and stages are getting a cost-effective solution.





“Being able to link sales orders, purchase orders and POs for freight was critical, and NetSuite enabled us to link these transactions and accurately measure profitability for each sales order.”

Tracy Martin, CFO, Frey Farms

NetSuite Stairway

Food and Beverage



Establish

- Financials
- CRM and order processing
- Inventory management
- Quality management and traceability
- Planning and production management

Elevate

- Warehouse management
- Procurement and asset management
- Payroll and HR
- People management
- Scheduling and capacity planning

Expand

- Multi-site operations
- Planning and budgeting
- Commerce
- Project management

Accelerate

- International expansion
- Enhanced supply chain operations
- Financial and promotion management
- Omnichannel commerce

Dominate

- Business AI
- Internet of Things
- Sales and order optimization
- Transportation management

Featured Benefits

Focus finance and operations on

strategic work: NetSuite's automation and artificial intelligence capabilities free up finance and operations team's time, allowing them to focus on revenue-generating strategic projects. This allows food and beverage teams to scale while keeping headcount constant.

Inventory visibility and production

planning: Use NetSuite to forecast demand and anticipate when it's time to order. Auto calculate reorder points and stocking levels based on historical precedence. In the face of supply chain uncertainty, it is crucial that food and beverage businesses have a solution that can forecast how much inventory to purchase down to the ingredient level.

Shorter financial close time and

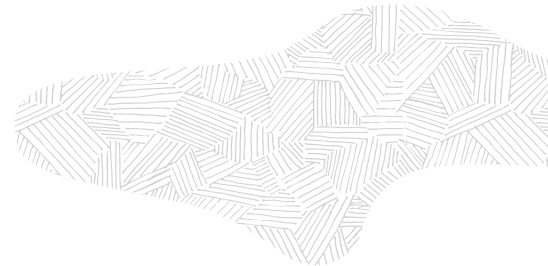
eliminate manual data entry: NetSuite reduces customer's time to close by providing real-time reporting, quickly to reconciling incoming cash, updating accounts payable, monitoring current inventory and updating fixed assets. This allows food and beverage teams to then create monthly, quarterly or annual financial statements both quicker and more accurately than in the past.

Regardless of where they are located on the implementation stairway, NetSuite gives food and beverage teams a full set of reports and KPIs to make decisions with. Keep track of basic metrics like inventory turnover and revenue growth but also keep tabs on industry specific measures like fill rate, yield, schedule attainment and distribution cost as a percentage of revenue. The insights that individuals see when they log in to NetSuite vary by position too. With role-based, customizable dashboards, a warehouse manager and a sales director can each ensure that they are receiving the reports that are most important to their job functions.

Making the Switch

There are an increasing number of companies that have migrated from QuickBooks to NetSuite and shown demonstrable benefits as a result. For example, as Frey Farms continued its growth as a national produce distributor, it realized that the ad hoc system the team had built, anchored by QuickBooks and Excel spreadsheets, simply wasn't going to cut it anymore.

In fact, duplication of data entry and data corruption issues resulted in QuickBooks misreporting certain general ledger transactions. The team at Frey Farms knew that a change was in order, and that's when they decided to bring in NetSuite. Since implementing the solution, they have eliminated duplicate entries, attained a single view of their growing business and left their data corruption concerns in the past.



If your growing enterprise is experiencing any growing pains due to QuickBooks, it may be time to consider NetSuite. Moving your company to NetSuite's integrated suite of cloud-based applications is a sure way for your business to meet its full potential.

Frey Farms

- Live in 2020, and deployed 45 days after signing, NetSuite has helped Frey Farms in its journey from family farm to national distributor.
- Frey Farms evaluated both SAP and MS Dynamics before ultimately choosing NetSuite due to its flexibility, reporting tools and robust search functionality
- Now that they spend far less time looking at redundant spreadsheets, the team at Frey Farms has more bandwidth to negotiate deals with customers such as Walmart, Trader Joe's and Subway.

Featured Benefits

Lower audit costs: Ever-changing compliance standards, small accounting teams and heavy spreadsheet use are time-consuming and subject to risk. This can lead to higher audit costs, or longer and more involved audit processes. With NetSuite, businesses can adjust for legal compliance differences at the local level, regional or even global level.

Platform for innovation: Easily launch new business models, subsidiaries and even expand internationally with a platform that evaluates all possible ways to scale and increase revenue. In addition, NetSuite supports multi-currency, multi-entity and different regional accounting standards.





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