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**Local Push for NetSuite Software Tool**

**By Mark Fenton-Jones**

Senior executives from US technology company NetSuite visited Sydney this week to promote a packaged version of the software suite for small business that want a comprehensive set of management tools that go beyond accounting software and spreadsheets.

NetSuite, which has been in Australia since 2003, had flagged its local presence earlier this year when it teamed up with Sydney-based JCurve Solutions to launch a version of its software-as-a-service management tool for small business. In March, JCurve acquired a reseller's licence for the Asia-Pacific region to sell NetSuite Small Business.

NetSuite chief executive Zach Nelson told an audience of 60 accounting and web-hosting representatives that despite a flat market globally, demand in Australia had outstripped the UK in the past year. Revenue for the business, which has about 6600 clients, is expected to be \$US170 million (\$184 million) this financial year.

Mr. Nelson, who was talking to local business about moving their systems to a cloud platform, said the NetSuite small business version for companies with less than 20 staff is different from business accounting packages such as MYOB and QuickBooks because it is web hosted and runs multiple applications.

These applications include customer relationship management and real-time business intelligence reporting with dashboards and key performance indicators.

“Our belief is that small businesses have been starved of an enterprise wide solution,” said JCurve executive chairman Graham Baillie.

Subscriptions to the service cost less than \$1000 a month.