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Want Faster Insights? A Cloud Data Warehouse Delivers.

Plus 5 ways to gain more value from your business data

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Why the Need to Better Manage Your Data?

Data provides the intelligence a business needs to compete for, win, and retain customers. Having the right data at the right time keeps employees at every level productive and making informed decisions. Ecommerce data, for example, helps anticipate demand and enables agile inventory management. Web traffic data can uncover unexpected trends to inform sales and marketing forecasts. And historical data can reveal cost patterns that affect future profitability.

While the value potential of data is apparent, so are the challenges and costs involved in extracting that value.

First, there's data volume and velocity. Organizations are creating and consuming data on their operations, customers, and markets at an unprecedented rate. Second, data is created and sourced from internal and external sources and variably formatted, making it difficult to integrate and analyze. And silos throughout the organization limit data access and, as a result, its benefits.

Informed and impactful decision-making depends on using best practices to capture raw, disconnected data and transform it into an asset that is available, accessible, trusted, and scaled to need.

“Customers are seeking solutions that help them get the most value possible out of their data so that they can streamline decision-making, increase efficiencies, and manage risk. NetSuite Analytics Warehouse meets that need by enabling our customers to combine NetSuite data quickly and easily with external data sources to improve data management and analytics. By centralizing data on one platform, we can help our customers identify new insights and drive efficiency and productivity across their business operations.”

Gary Wiessinger, Senior Vice President,
Product Management, Oracle NetSuite



3 Benefits of Better Managed Data

1. It's available and accessible

Data-driven businesses take a strategic approach with their data. They gain competitive advantage from unique data sets, like weather pattern data to forecast outside kiosk sales or customer psychometric data to craft ultra-personalized offerings.

Outside data from digital sources like IoT smartwatches and thermostats; social media, websites, and ecommerce activity; or distributors and partnerships provides a broader view of business performance, customers, and markets.

While diverse and unique data may be available and have great potential, value often can't be extracted until it is reformatted, cleansed, standardized, and integrated with existing data stores and infrastructure. Then, it needs to be made discoverable, explorable, and useful.

A cloud data warehouse and a user-friendly analytics tool remove barriers to data access and discovery, like silos and the need for SQL programming. The result: Broader business visibility and more timely analysis by front-line staff, mid-level managers, and C-level executives. That leads to better-informed decisions.

2. It's reliable and trustworthy

Reliable data builds confidence. When leaders have ready access to context-relevant insights, they make timely, data-informed decisions that they feel good about. For example, they are not making judgements on a product line just by period sales figures, but within the context of purchase activity by channel, geography, customer segment, opportunity forecast and SKU.

Reliable data creates a culture where leaders and analysts are encouraged to support their decisions with the best available information.

And reliable data builds solid brands because employees can effectively respond to customer needs, and customers can trust in what is communicated.

Trust in data is built by applying best practices at each step of the data journey, from source to access. Best practices ensure that centrally accessed data:

- Is secure, well-governed, and accurate — not compromised, incomplete, or duplicated in disparate systems;

- Delivers value to the business, with transactional level as well as contextual details from relevant third-party sources; and
- Is up-to-date and accessible to fuel progress, not stale or slow to process.

3. It keeps pace with the business

Quality data management is the foundation of fast, automated reporting and analysis that keeps decision-makers in step with business goals and market changes.

Relevant, useful, complete data that is reliably sourced, created, managed, and democratized empowers the business to act intelligently and with speed. It helps validate a course of action and provides feedback on past steps. With predictive analytics, decision-makers gain broader visibility into the future for better planning at each stage of the value chain — from design to delivery and beyond.

Today's analytics reporting can foster innovation today and sustain competitiveness for tomorrow.



A Path to Better Data Management for Fast, Accurate Reporting and Decision-Making

The goal of a data management strategy is to help employees optimize the use of data for decisions and actions producing maximum business benefit.

Here are five ways users, administrators, and leaders can obtain greater value from business data.

1. Bring historical and transactional data together in a cloud data warehouse.

Silos and disparate point solutions deliver limited information value to limited audiences.

For example, a spreadsheet that contains current sales figures and forecasts today may become corrupt or wholly outdated tomorrow. Legacy systems, which maintain valuable historical data on past performance, offer limited access and reporting. Aging technology isn't well-suited to handle today's data.

A cloud data warehouse consolidates data and is a trusted single source of business insights. Regularly scheduled updates from relevant sources keep the data collection up to date, governed, accessible, and scalable to meet business needs.

With data securely and centrally maintained, decision-makers can uncover fresh insights via fast queries of large, multisource datasets, then broadly share and collaborate across the business. For example, historical data, once siloed and underutilized, can now be analyzed in tandem with current transactional data to view trends over two, five, or more years.

Deciding whether to build or buy a data warehouse is a major decision. There's today's investment of cost and time to consider, along with expected ROI. It's hard to match the flexibility and scalability of a cloud data warehouse built specifically for high-volume transactional data. And, some cloud data warehouses run autonomously, meaning you won't require a DBA or IT team to load data and maintain the hardware or software. This significantly reduces both the hurdles to getting started and the time to realize decision-making value across the business.

2. Integrate with third-party data sources for a holistic view.

Third-party data builds a full view of the customer and business that can yield a differentiating edge. Context reveals data patterns, risks, and opportunities hidden by the real-time, exacting nature of transactional data.

For example, transactional data can expose rising supplier costs. But when that data is blended with outside transportation and global economic data, visualizations can reveal a holistic view of potential risk and costs per supplier, and the general economic outlook.

Many companies have a strategy to capture and curate third-party data from their websites, social media, ecommerce sites, and other cloud applications. Each source is relevant and offers unique insights.

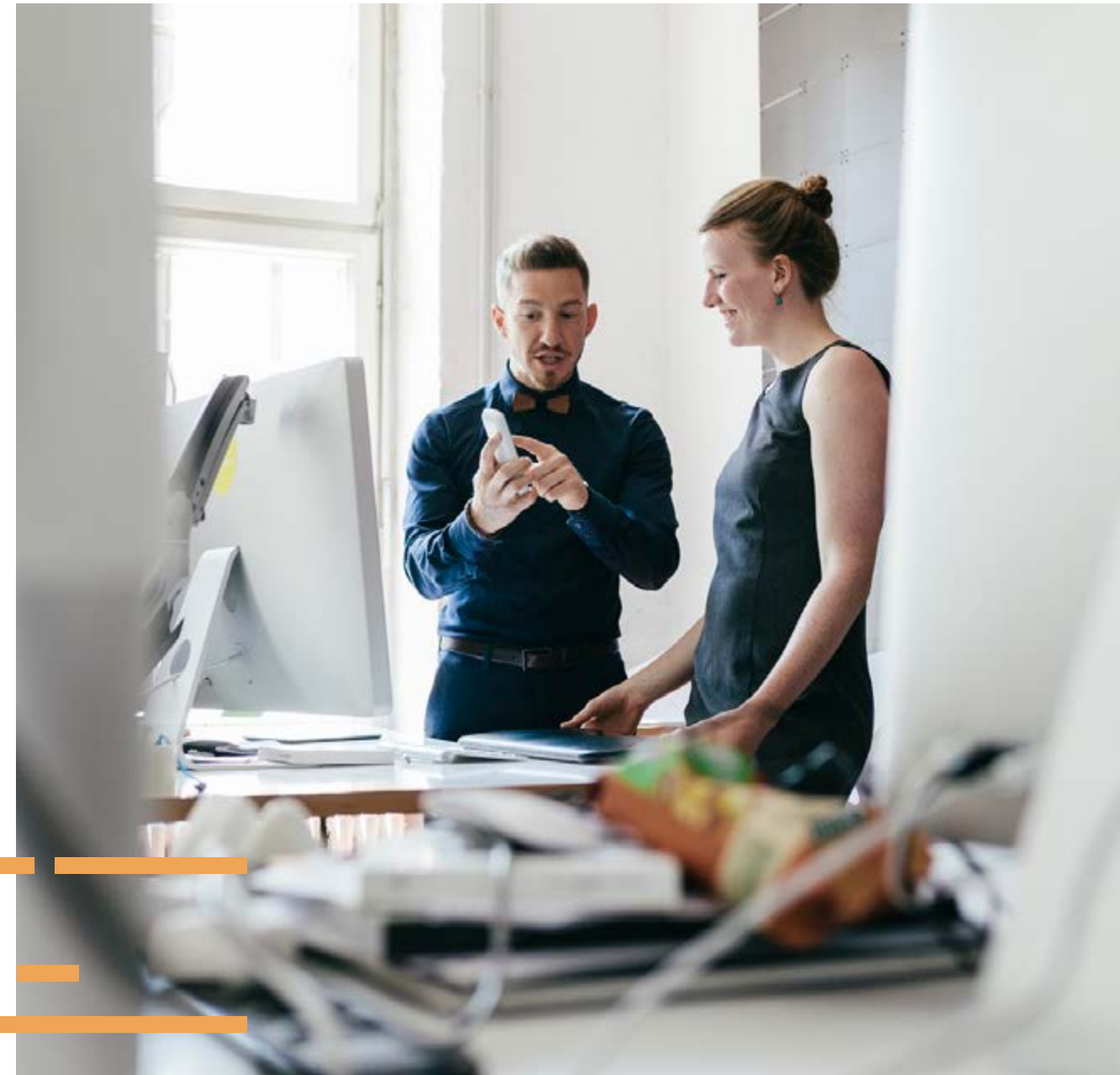
When blended with historical and transactional data by a robust analytics solution, however, new causal data relationships and anomalies are revealed: How are ecommerce sales outpacing retail and direct? Which consulting projects are most profitable and why? Were there unexpected shifts in product sales by SKU?

“Our business requires us to be agile and respond quickly to changes in customer demand. With NetSuite Analytics Warehouse, we no longer have to export our ERP data into spreadsheets to manually report on inventory. Now, we can analyze ERP activity blended with Google Analytics data for automated daily inventory scorecards and forecasts, down to the SKU number. As a result, we can more accurately anticipate and respond to customer demand, and that makes a huge difference to our overall operations.”

Brian Creager, Founder, The Product Hatchery

Building integrations with multiple outside data sources can be costly and entail creating a reliable data transfer for each source, then converting raw, unstructured data into a format ready for use. A more cost-effective approach: a cloud data warehouse with prebuilt and continually maintained data pipelines to popular third-party sources. This approach not only reduces costs, it delivers immediate, reliable access to needed data.

Change is constant. The ability to identify patterns and variations in customer and market activity through diverse, relevant datasets leads to operational efficiencies and more responsive customer offerings. That translates to a direct bottom-line benefit and a competitive edge.



3. Reduce costs by eliminating legacy and siloed solutions.

Given the volume and velocity of today's data, automation is essential to analytics-informed business decision-making. It quickly and efficiently converts raw data into timely business insights.

With the right technology, automation is possible at each stage of the data journey. It starts with a cloud data warehouse built to automatically provision, back up, patch, update, and scale as needed, without requiring a DBA or IT team to install and maintain hardware and software.

Automations can speed data flow via a prebuilt data model and pipeline for transactional data and prebuilt pipelines to third-party sources. Set up a regular, scheduled cadence to process, ingest, and refresh data and make it available across the company.

Reporting can be automated as well. Automatically refreshed dashboards keep key metrics current, while reports and charts are auto-refreshed and sent out to stakeholders on a defined schedule.

“I can't stress enough the time savings our team has experienced by creating detailed, insightful reports with NetSuite Analytics Warehouse. Previously, we used a cumbersome and time-consuming process that limited our visibility and response to customer preference. Now, we can easily link multisource tables in reports that are automatically refreshed daily. This has helped us generate more value from our data in NetSuite. For example, we are realizing new insights from our Amazon ecommerce data, including new trends by product family and by SKU. These insights will guide future product strategy.”

Gordon Hsu, CFO, Save a Cup

Investments in a cloud data warehouse and cloud analytics solution pay off in cost savings and faster time to value. Companies can eliminate the drag of legacy systems and manually integrated, siloed solutions. There are fewer lost opportunities, and the hours once spent on repetitive, manual report builds and joining tables and spreadsheets can be redirected to analysis and value-generating activities.



4. Create more accurate, faster operational reporting.

Operational reporting is often a tedious, manual process. Analysts spend hours each month exporting transactional data into spreadsheets for manual table-joins of disparate sources to create consolidated sales and inventory figures. Not only is time diverted from analysis and planning, but the results are often unreliable.

Decision-makers must pore through disconnected reports, attempting to build a full narrative of what's happening now, what's anticipated, and how best to act.

A robust analytics solution eases and automates reporting and delivers reliable insights. Repetitive, manual report builds are replaced by fast, high-volume, multisource dataset processing, at transaction-detail level or for holistic visualizations. Reports can be saved and refreshed daily or monthly, then shared for collaborative analysis.

Self-serve capabilities create a data-driven culture and democratize analytics. Decision-makers are empowered to apply insights from prebuilt dashboards of current key metrics. They can customize by slicing and dicing chart and report data, dragging and dropping datasets, and

personalizing display options. Efficient, intuitive workflows and prebuilt content smoothen the path to insights and reduces dependency on specialists and other departments.

These more comprehensive insights lead to:

- Greater business visibility and smarter decision-making;
- Operational accountability, with a feedback loop to measure results based on outcomes;
- Broader market visibility; and
- More differentiated, personalized offerings yielding higher profits.

A recent [2022 Gartner survey](#) of 400 finance executives found 49% saw self-service data and analytics as a driver to employee productivity, and 1 out of 4 saw it as a driver of increased organizational speed and agility.

5. Leverage predictive analytics to forecast and plan better.

Uncertainty has become a certainty in today's complex, dynamic global environment. To stay ahead of the competition, leaders are turning to advanced analytics to better anticipate and respond to change within and outside the business.

Workforce planning, inventory cost reductions, supplier risk avoidance, accelerated customer conversion and upsell, and identification of unmet customer needs are just some of the ways businesses are using machine learning to drive efficiency, growth, and innovation.

With relevant data consolidated in a cloud data warehouse and the addition of an advanced analytics solution, companies can use predictive modeling from large-volume, multisource datasets to discover unique insights the competition can't replicate — or even see.

The global predictive analytics market is expected to grow to \$21.5B by 2025. [Research and Markets, 2020](#)



NetSuite Analytics Warehouse

[NetSuite Analytics Warehouse](#) is a cloud data warehouse and advanced analytics tool packaged as one solution. It eliminates top data management challenges and costs via a prebuilt data model and pipeline optimized specifically for NetSuite transactional data, and with a collection of prebuilt connectors to popular third-party sources. Customers see immediate insights with an array of prebuilt dashboards and analytics content to put into action or customize with intuitive drag-and-drop.

NetSuite Analytics Warehouse is designed to automate and accelerate the path to trusted, valued insights across the business. The result? Operational efficiency, better productivity, and discovery of new revenue streams.

Watch the Video: NetSuite Analytics Warehouse ‘Breaks Down Barriers Between Departments’ at Thread

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