Sales Kickoff 2022

Competitor Battlecards

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Competitive Battlecards
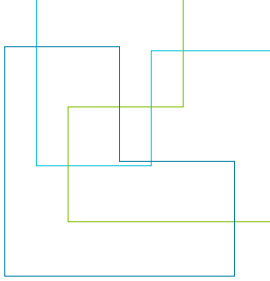
1 What was the problem?

2 What we did?

3 How did we do it?

4 Where do we use in the sales cycle?

5 Battlecard Example

What was the problem?

Need to increase net new sales

Win rate needs to increase

Need to be more strategic

Discovery

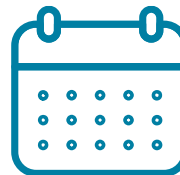Business Initiatives

Pain Points

Decision Makers

Decision Process

Budget

Timeline

Competition

Identified Top 10 Competitors
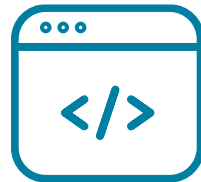
Top 5 Competitors

Next 5 Competitors

Battlecard Information

Company overview

Product overview

Approach to Market

Strengths & Weaknesses

Sales Tactics

Win/Loss Stories

Trap Questions

Screen Shots

Building the Battlecard

Completed

- Sales Reps were assigned competitors
- Reps presented
- Fact check
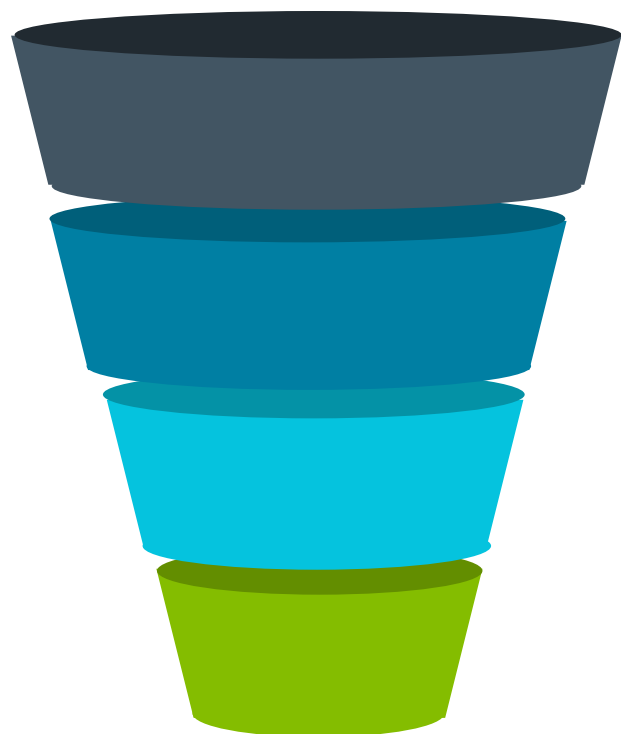- Template created
- Identified missing info

Next Steps

- Finalize first draft of top 5 competitors
- Circulate to partners
- Share with SYSPRO global
- Sales and partner training
- Begin process for next 5

On-going

- Living document
- Update with company or product changes
- Capture info from the field
- Analyze competitive win rates

Battlecard Use Cases

- **Qualification & Discovery Calls**
  - Trap setting questions
  - Influence required capabilities

- **Sales Presentation**
  - Discuss company differentiators
  - Use customers success stories

- **Product demos**
  - Product differentiators vs competition

- **Proposal presentation**
  - Why do business with SYSPRO vs competition
  - Attack competitor's value proposition

Netsuite Battlecard

NetSuite Battlecard

COMPANY OVERVIEW

HQ: Austin, TX. US
Employees: 5,350
Founded: 1998 Ownership: Private.
Subsidiary of Oracle Corporation
(purchased in 2016)
Revenue: $800M
Total Customers: 28,000
Used in 160+ countries

ORACLE NETSUITE

Solution Overview
NetSuite Inc. (NetSuite) is a provider of cloud-based financials, enterprise resource planning and omnichannel commerce software suites.

Key Customers
BODYARMOR, ASICS, Theragun, LLC, e.l.f. Cosmetics, Inc., Philz Coffee, Genexa, Jaybird

PRODUCT OVERVIEW

NetSuite offers a suite of applications, including:
- Financial management
- Customer relationship management
- E-commerce and retail management
- Commerce marketing automation
- Professional services automation
- Human capital management.

NetSuite also offers customer support and professional services related to the support and implementation of its suite of applications.

Product Offering: NetSuite, NetSuite OneWorld, NetSuite CRM+, NetSuite OpenAir PSA, SuiteCommerce, Bronto Marketing Platform, NetSuite InStore POS, LightCMS, Add-On Modules, NetSuite Industry Editions and SuiteCloud Platform.

APPROACH TO MARKET

Verticals Served: Advertising, Apparel, Consulting, Education, Energy, Financial Services, Food and Beverage, Healthcare, Health and Beauty, IT, Manufacturing, Media, Non-profit, Professional Services, Publishing, Restaurants and Hospitality, Retail, Software and Technology, Transportation and Logistics, Wholesale Distribution.

Departments Served: C-suite – focus on finance, risk and technology leaders.

Pricing: SaaS. Tiered based on size, usage and user count. $99/user/month base $999/month base license – starting point. 4 Service Tiers.

Partner or Direct: Both

Total Channel Partners: 600+ partners

Key Channel Partners: RSM, BCG Systems, Inscio

COMPETITOR POSITION

Unique Value Proposition: ZERO TO CLOUD IN 100 DAYS

2,000+
Hours Of Industry Leading
Business Practices Built-n

PRE-DEFINED ROLES
To Jump Start Business Activation

100+
Pre-built Report, Dashboards
and Business Intelligence

Value Proposition by Company Type:

Company Type	NetSuite Value Prop
Large MFG	• Better ROI than mega systems • Improved IT costs (because its SaaS) • Extensive / expanding ecosystem for best-in-class functionality
Mid-market MFG	• Actionable insights available in real-time anywhere • Extensible software suite with CRM, ecommerce and more • Popular choice with IPO candidates
Small MFG	• Actionable insights available in real-time anywhere • Extensible software suite with CRM, ecommerce and more • Popular choice with IPO candidates

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NetSuite Battlecard

COMPETITOR'S WEAKNESSES

Weaknesses:	How we attack:
Multi-tenant cloud only	Choice of deployment - cloud, on-premise or hybrid
Customer does not own their data	Customer owns their data and can extract it at any time
Have to upgrade on Netsuite's schedule	Flexible upgrade schedule
Part of a large global company	SYSPRO is a private global company but operates locally; able to be agile and respond to customer needs
Known to aggressively discount year 1 then raise prices	Transparent costs
Difficult and expensive to customize	Highly modifiable and agile solution
Generic ERP designed for the masses; focus on financials	Manufacturing specific ERP

COMPETITOR'S STRENGTHS

Strengths:	How we defend:
Own Cloud/True Cloud	Netsuite Cloud doesn't offer redundancies
Large global backing from large company with many internal SW solutions and integrations	Too large. Main focus in enterprise accounts. Service for SMB is subpar
Low entry cost. $99/month/user.	Base product. Cost rises significantly the more functionality that's added and after year 1
Large amount of resources in support and services	Long time for support resolutions. Passed around to different techs throughout the globe causing major delays
Industry Leader - name recognition	40 years of expertise. Manufacturing experts, etc. Stretch themselves to thin by being applicable to all industries but are an expert in none
Endless Capital - continuous product innovation	SYSPRO innovates for unique industry needs

Reviews

"I think it's OK for retail companies but not acceptable for any companies that do their own in-house manufacturing. It doesn't have a proper lot numbering capability, wich makes it necessary to monitor lot numbers outside of NetSuite WEP to prevent duplication." - Katelyn, Element Science Inc.	"If you need any customization do not use NetSuite. We had to bring in outside consultant to fix all the problems with NetSuite as it was not even functional on our Go Live date." - Wade, Grey Space	"Reference customers for NetSuite noted that their chosen partner implementers lacked some necessary skills." - Gardner

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NetSuite Battlecard

SALES TACTICS

- Netsuite typically offers deep discounts at the end of the sale
- Known to aggressively give steep discount on year 1 and raise the price dramatically year 2

WIN/LOSS STORIES

Win: Mycoworks
Number of Users: 24 Users
Industry: Consumer Products
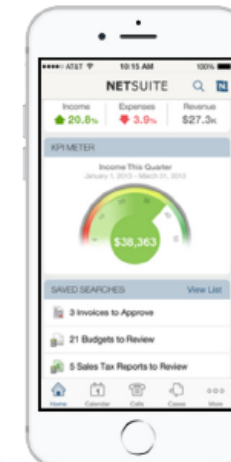
Why We Won:
Reason #1: The company required an ERP to fully streamline their production process. SYSPRO was ultimately their system of choice thanks to the modern and easy to track UI, especially on the production side.

Reason #2: Mycoworks experienced a very positive SYSPRO and SYSPRO partner engagement. Mycoworks didn't want just a vendor, but a partner they could grow with and SYSPRO and Systems Advisory Services (SAS) demonstrated just that. SAS, took extra time to learn Mycoworks' unique business processes, and crafted solutions through SYSPRO that would further support this rapidly growing company.

TRAP QUESTIONS

1. Do you want to control when you upgrade your system?

2. If you decide to change ERP again in the future, what would your expectations be about getting your data?

3. Are you looking for more of a financial system or one that is focused on manufacturing?

4. Would you describe your manufacturing operation as complex?

5. Are you looking for actual costing on work orders/jobs?

SCREEN SHOTS

Thank You

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