

WHITE PAPER

# Empowering Companies to Reach Beyond the Limitations of QuickBooks

See Why Companies Switch from QuickBooks to Cloud Financials





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# Empowering Companies to Reach Beyond the Limitations of QuickBooks

## See Why Companies Switch from QuickBooks to Cloud Financials

For most businesses, the key to resilience lies in having stable cash flow and control over your inventory. But with that comes the need for a complex accounting system and stronger financial and inventory controls.

Many companies start with QuickBooks but soon find that it lacks many of the capabilities growing businesses need. They often find themselves relying upon a dangerously unreliable “spreadsheet hairball” to support aging accounting systems. When your team and operations are small, the seemingly low cost of maintaining on-premises systems like QuickBooks masks the cost of inefficiencies in carrying out routine tasks.

As you’ve grown, you may have found your business limited by the manual processes, errors and lack of real-time data that comes with having to add systems and constantly engineer short-term, quick fixes. At this point, business opportunities that can lead to growth—like mergers and acquisitions, intercompany transactions, and multinational expansion—present challenges instead.

“QuickBooks is designed to serve small businesses, but once you start growing and servicing more customers, you need a more robust system.” **Brenda Budzinski,**

**Director of Finance, Preferred Popcorn**

Fast-growing companies who’ve felt these pains are faced with difficult questions, such as:

- How do we take advantage of technologies without overloading the business with cost?
- Can upgraded systems free up information-producers to become decision-advisors to the wider business?
- Who can we trust to provide a platform for cost-savings that extends beyond the back-office?

Move your company to an integrated suite of cloud-based solutions and benefit from more efficient and effective business operations.

## It Starts in the Cloud

The adoption of cloud-based solutions resolves many of the problems associated with on-premises software: Financial activities appear as soon as they're triggered, and decision-makers can quickly act upon both adverse and favorable business indicators from anywhere in the world. Leaders are able to deliver outcomes faster, for less cost and with fewer resources, eliminating the costly maintenance of on-premises hardware and software.

QuickBooks, by contrast, has limitations that mean companies have to spend time adding systems or applications for specific purposes: revenue management, fixed assets, procurement, order management, billing, inventory management, services delivery and more. And if these systems aren't integrated, your finance staff must maintain half a dozen different applications and risk entering errors when moving data between the disparate programs, each with its own configurations and end-to-end processes.

Simply moving to the cloud isn't the answer, however. When all your financial management systems function in standalone silos, even cloud solutions can introduce inefficiencies, integration challenges, IT and administrative overhead of their own. Without integrations across your cloud applications, your fast-growing business will still be forced to navigate multiple applications and data repositories for everyday activities. This can leave processes slow and reduce the agility that you need for growth.

By moving to the cloud without the right solution, your accounting team could find itself doing more work outside of QuickBooks than within it, simply changing your spreadsheet hairball into an application hairball.

## The Suite Approach

If your business is experiencing any of these pains and QuickBooks is limiting your growth, it's time to move to an integrated suite of cloud-based solutions and benefit from more efficient and effective business operations.

The integrated suite's functionality spans the whole of the business, linking both the back- and front-offices together. Business processes easily flow from one application and department to another—from sales quote to order, or from procurement to final vendor payment. This is essential for growing an organization and lets employees react to client and organizational needs in real time.

By choosing a cloud-based suite of integrated applications, you can position your business for efficiency, cost-effective growth and improved competitiveness. The suite approach allows you to do more with less, increasing productivity while deferring hiring costs to save money.

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NetSuite believes in the power of an integrated suite of functionality that spans the whole of the business, linking both the back- and front-offices together.

Simply put, NetSuite can serve as a comprehensive business system, scaling with your business. It's the end of constantly investing capital, time and resources in new software and integrations—you simply choose what you need, adding the functionality as you grow.

“With NetSuite, we are able to complete our annual audits in a shorter time span, we are able to provide better reporting, we are able to help other departments if they need assistance with things like tracking lots in inventory.”

**Brenda Budzinski, Director of Finance,**

**Preferred Popcorn**

As a “single source of truth,” the suite eliminates the need to piece together various solutions and makes managing data much easier. By tying all of your business processes together, it’s easier to see the clear linkages between what drives profit and what doesn’t. Dual data entry is eliminated since all information is stored in a single, centralized data repository, giving real-time reports on revenue management, fixed assets, procurement, order management, billing, inventory management, services delivery and more.

These and many other benefits separate the world of the old from the new. Yet, customers need solid references from growing companies that have already taken the journey to a single solution. There are an increasing number of firms who have migrated from QuickBooks, spreadsheets and others and shown demonstrable benefits as a result.

For example, Preferred Popcorn is a booming popcorn business that faced challenges due to QuickBooks’ lack of CRM functionality, poor inventory tracking and an absence of customization options. Operating on QuickBooks and spreadsheets made it difficult for Preferred Popcorn to access real-time inventory data, which



### Customer Success

- Tracking inventory became easier because of NetSuite real-time dashboards.
- Utilized customer profitability report to streamline several purchasing processes and reconcile inventory.
- Allocated employees to do more value added activities instead of making Excel spreadsheets.

resulted in labor-intensive stock tracing processes and accuracy concerns. After an acquisition and expansion into new sales channels, Preferred Popcorn needed a switch to a comprehensive ERP platform that could truly power the business.

After reviewing four separate ERP providers, Preferred Popcorn went with NetSuite and implemented the new system in just under three months. Today, Preferred Popcorn tracks products faster and with more accuracy, serves customers better with automated payment processes, and has better insights on business performance through dashboards tailored to employee needs. The result: more efficiency across core business functions, resulting in more time for employees to focus on value-added activities.

It’s examples like that which make the case for growing companies to move beyond the likes of QuickBooks and spreadsheets and meet their true potential in the cloud.



**ORACLE**  
**NETSUITE**

[www.netsuite.com](http://www.netsuite.com)



[info@netsuite.com](mailto:info@netsuite.com)

877-638-7848