

WHITEPAPER

# 10 key reports for NetSuite that every C-suite executive wants automated

These best-practice reports for NetSuite data can help improve your company's financial and operational performance and valuation.



# 10 key reports for NetSuite that every C-suite executive wants automated

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## Introduction

C-suite executives constantly struggle with the same issue: painful, manual reporting processes.

Ideally, reporting processes should deliver quick, accurate insights. At leading companies, executives want automated, detailed reporting that provides enterprise-wide visibility without relying on enormous spreadsheets.



### Automated

Since businesses often move quickly, executives value reports and metrics that update automatically. Automated reports that are updated frequently (daily or hourly if possible) allow leadership to proactively manage the business, reviewing performance as needed instead of waiting for a month-end reporting package.



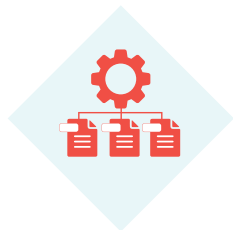
### No Excel

Executive teams prefer not to rely on a series of massive spreadsheets as the only way to obtain key metrics and reports. Studies show that 88% of spreadsheets contain errors, and there is a serious risk of inaccurate reports making it to the board or into investor decks. And since these spreadsheets are often managed by one individual, your company could be exposed to risk if that person leaves.



### Key metrics/analysis

It is simply not possible to produce key analytics in most ERP and Financial Reporting Software platforms. Executives are looking for a deeper level of data analysis for operational insights, and only business intelligence (BI) reporting tools can handle both the transaction-level detail and aggregations by business segment required to provide this information.



### Enterprise-wide reporting

Companies need a reporting tool for all their data sources to allow one-version-of-truth reporting across NetSuite, Salesforce, Amazon, Shopify, Google Analytics/Ads and other key data sources they utilize. C-suite executives should not have to go to multiple systems to obtain their numbers.

This whitepaper is intended to address those pain points, providing C-Suite executives with an actionable roadmap to key metrics they can manage using NetSuite. These ten reports give executives the automated, focused dashboards they need for enterprise-wide analysis.

For each of the reports below, we will identify the key objective, discuss the report's value and show a visual example. This whitepaper covers ten executive reports for the C-suite:



1. Financial Overview
2. Revenue Waterfall
3. Top Level Analysis: ex. Volume & Revenue
4. Segmentation Analysis: ex. Customers
5. Ad-hoc Questions (Natural Query Language)
6. Key Influencers (Statistical Analysis)
7. Accounts Receivable and Accounts Payable Performance
8. Cash Flow Forecast
9. Managerial Reporting
10. Consolidations & Multi-Currency Flexibility: ex. Balance Sheet

## Report 1: Financial Overview

### Objective

This report is an ideal hub for the C-suite to start with every day. Since the C-suite is steering the ship, it's important to begin with a command center that shows the health of the company and its key metrics.

We think of this report as the C-suite's compass. It automatically refreshes so

executives can see the health of the company every day instead of just when the month-end reporting package is available. It is an essential report for understanding the business at a glance.

Each member of the C-suite will want to tweak the metrics slightly to account for specific business needs. In later reports, we will dive deeper into other key metrics (e.g., unit economics and profitability).

### Report value

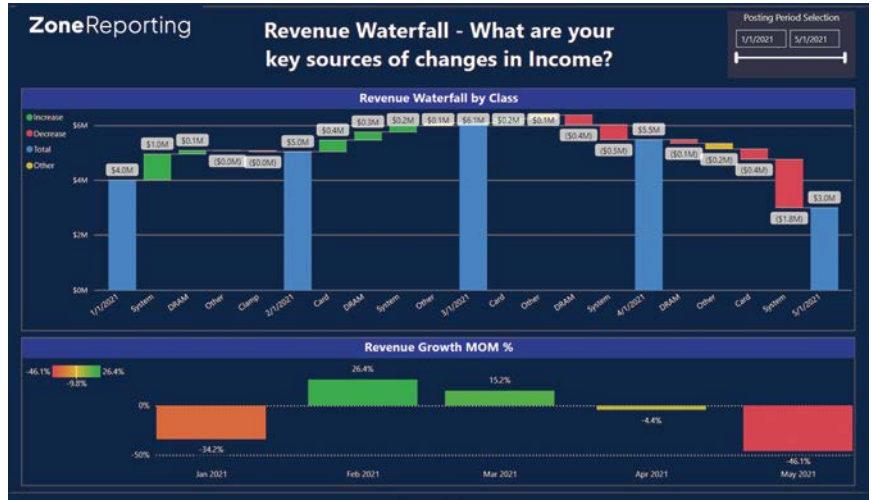
- ◆ **Daily updates:** For most C-suite executives, this level of detail is only available monthly. However, viewing this information on a daily basis allows executives to course-correct at any point instead of waiting for the end of the month.
- ◆ **Proactive management:** Keeping an eye on trended visuals, as displayed in this report, gives the C-suite great indicators of potential issues in real time.



## Report 2: Revenue Waterfall

### Objective

Understanding the key drivers of change (often viewed month over month) is imperative for all C-suite executives. This Revenue Waterfall report is essential because it allows you to understand how and why revenue is changing on a periodic basis.



The waterfall dashboard is capable of slicing and dicing revenue performance based on forecasts and actuals. This helps ensure a company's plans for the future align with historical drivers and current results.

### Report value

- ◆ **Deep revenue insight:** Being able to see the key drivers of revenue on a periodic basis is essential for a successful business. Executives must know and understand which factors to focus on in order to allocate capital and optimize results.
- ◆ **Objective data:** While business leaders have a good sense of the numbers, it's risky to leave any important decisions to subjective guesswork. This report is valuable because of its level of precision. Viewing this report helps you make objective decisions rather than subjective guesses.

## Report 3: Top Level Analysis: ex. Volume & Revenue

### Objective

Historically, when executives performed top-level analyses, they needed a 20-page report pack to dive into KPIs such as volume and revenue. The C-suite was supposed to find correlation and insight within these massive



reports by spotting trends across random pages. Unsurprisingly, business leaders were often left drawing conclusions that were inaccurate and ineffective.

Now, Zone recommends using a single-page report to get the ideal level of granularity across your key top-level analyses. From the Top Level Analysis report, you can slice and dice to find correlations and insights that other executives often miss.

## Report value

- ◆ **Elimination of massive, ineffective report packs:** Work smarter, not harder by eliminating cumbersome report packs that are nearly impossible to work with.
- ◆ **Quick refreshes:** Have this level of granularity at your fingertips with a refresh frequency up to hourly. Monitor business performance at a high level and in near-real time.



## Drill-down insight

For example, in the top report we can see that our average Rev \$/Unit = \$677.38. Additionally, we can see that our highest-performing product class is 'Card' from a units sold perspective.

Looking more closely by clicking on 'Card' (as seen in the bottom report), the average Rev \$/Unit increases to \$701.09. Not only is it the highest-grossing product class by units sold, but it's also nearly double the average Rev \$/Unit. However, the key insight that this view uncovers is that penetration into the top 20 customers is almost non-existent, providing an incredible opportunity for upsells.

Had we been trying to find the same correlation and insight within a printed report pack, it would be far too easy to miss.

## Report 4: Segmentation Analysis: ex. Customers

### Objective

When a C-suite wants to know how a segment of the business is doing (i.e. customers, items, sales reps, subsidiaries, locations, departments, etc.), each member needs to have a consistent, detailed view across those segments. Our Segmentation Analysis report focuses on financial and operational metrics that help the C-suite quickly and intelligently analyze key segments.

This report also provides drill-down into transaction-level detail to perform deeper analysis. Often, the C-suite uses this report in management meetings to help assess the performance of their managers.

### Report value

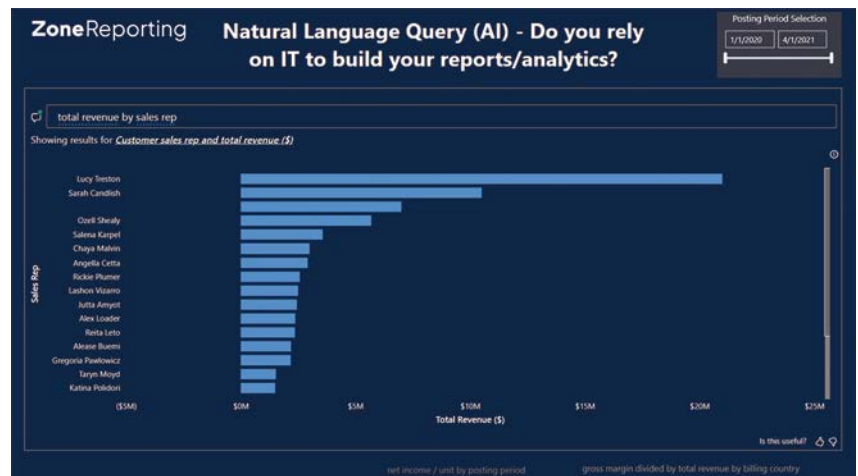
- ◆ **Visibility:** This report enhances the C-suite's visibility into the key segments of their business. The value of this report is in helping the C-suite get data-driven, granular and up-to-date insights and answers at a segmented level, which is often very hard to obtain in an ERP system or a spreadsheet.
- ◆ **Transaction-level detail:** We've seen a large uptick in C-suite executives requiring the ability to drill into transaction-level detail so they can run ad-hoc analyses of their business performance. Rather than relying on an analyst to prepare and explain manual work, this level of granularity allows executives to make quick, confident, data-driven business decisions as needed.



## Report 5: Ad-hoc Questions (Natural Query Language)

### Objective

This report allows the C-suite to quickly build reports and analysis by just typing in a question. We leverage a form of artificial intelligence in



Power BI called Natural Query Language to enable this feature. The objective of this report is to allow the C-suite to run queries on their data quickly by asking more organic questions.

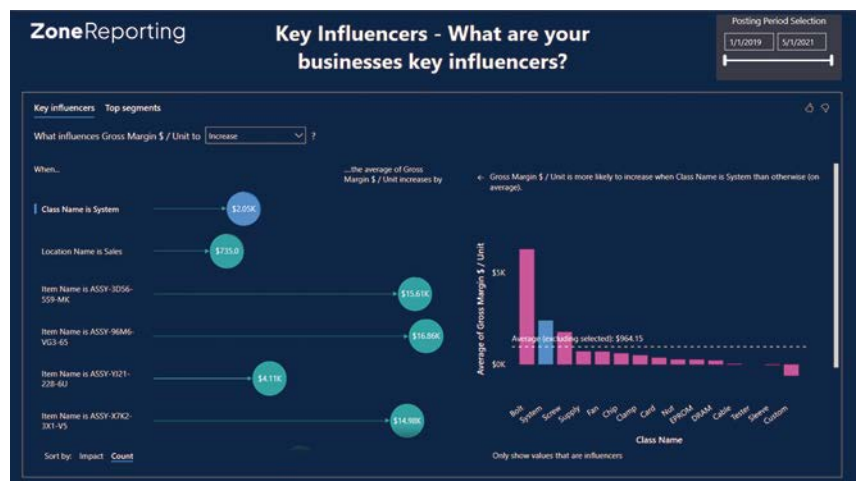
## Report value

- ◆ **Speed:** This report provides the C-suite with a very quick, intuitive way to answer business questions.
- ◆ **Self-service:** Often, the C-suite doesn't master a reporting tool from top to bottom. This feature provides a way for them to build accurate reports with little to no training.

## Report 6: Key Influencers (Statistical Analysis)

### Objective

We think of this report as “statistics for non-statistical experts.” This is another form of artificial intelligence from Power BI that allows us to mine data to find correlations and insights.



In the example, we are able to see what drivers influence our Gross Margin \$/Unit the most.

## Report value

- ◆ **Data-driven insights into key drivers:** Knowing your drivers is essential for making confident and intelligent decisions around which business levers to push and pull. This report takes the guesswork out of knowing your drivers and their quantified impact.
- ◆ **Statistical analysis without needing statistical expertise:** In this report we can analyze key drivers individually and based on segments (often called clusters). The analysis focuses on impact and count. Impact typically means a \$ or unit impact, while count is the number of transactions/occurrences.





## Report 7: Accounts Receivable and Accounts Payable Performance

### Objective

All businesses have to keep a keen eye on their working capital, but getting a detailed view across some of the most important KPIs is not available in your ERP system. With these reports, we give the C-suite the ability to review working capital performance across their accounts receivable and payable process areas. In particular, these reports focus on DSO/DPO, Collection Percentage, Disbursement Percentage, Aging Mix and the ability to view or drill into an aged trial balance.

### Report value

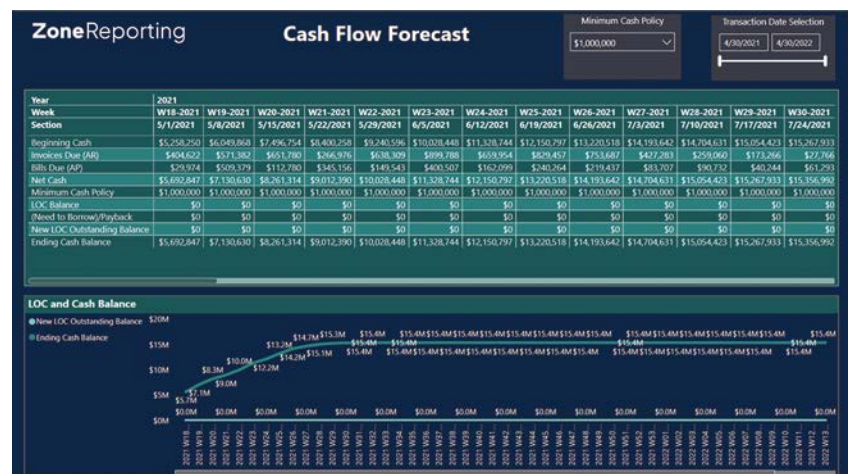
- ◆ **Keeping an eye on cash:** The C-suite needs to always know the company's cash position. Having an actionable view of AR and AP at all times keeps the C-suite well-informed.
- ◆ **Access to details not available in a single ERP report:** Since this view isn't available in an ERP report, the C-suite would have historically relied on their teams to prepare this report. Instead, it can now be available and up to date all the time – in an automated fashion.



## Report 8: Cash Flow Forecast

### Objective

While every company forecasts cash differently, having the ability to pull data from multiple sources (e.g., AP and AR from NetSuite, Payroll



from ADP and Loan Schedules from Excel) is imperative for maintaining an accurate cash flow forecast. This report allows the C-suite to systemize their cash flow forecasting so they can make easy adjustments to drivers that impact future cash across multiple data sources.

## Report value

- ◆ **Combining multiple data sources:** Power BI allows us to easily combine multiple data sources so that we can handle complex tasks across the entire business or piece by piece.
- ◆ **Real-time cash flow forecasting:** Since the report is automated and the integrations to other data sources refresh frequently, the cash flow forecast stays current. This helps the C-suite ensure the company's cash position is trending as expected.

## Report 9: Managerial Reporting

### Objective

While financial reporting is imperative for banks and audits, preparing managerial views of the business helps the C-suite analyze operations accurately. This report is an example of a commonly used managerial P&L at a company that sells widgets.

**ZoneReporting**

**INCOME STATEMENT ANALYSIS - Month**

Apr 2021 vs. Previous Month

	Current	PM	MOM	MOM %
Units (000)	9.5	8.2	1.4	16.7%
Rev (\$000)	\$5,541	\$5,798	(\$257)	-4.4%
COGS (\$000)	(\$2,109)	(\$2,050)	(\$59)	-2.5%
GM (\$000)	\$3,432	\$3,741	(\$309)	-8.3%
Exp (\$000)	(\$1,379)	(\$2,327)	\$948	-40.7%
Net Inc (\$000)	\$2,053	\$1,413	\$639	45.2%

**% Rev**

	Current	PM	MOM	MOM %
Revenue (%)	100.0%	100.0%	0.0%	0.0%
COGS (%)	-38.1%	-35.5%	-2.6%	7.3%
GM (%)	61.9%	64.5%	-2.6%	-4.0%
Exp (%)	-24.9%	-40.1%	15.3%	38.0%
Net Inc (%)	37.0%	24.4%	12.7%	52.0%

**\$/Unit**

	Current	PM	MOM	MOM %
Rev \$ / Unit	\$581.99	\$710.50	(\$128.51)	-18.1%
COGS \$ / Unit	(\$221.54)	(\$252.11)	\$30.57	-12.1%
GM \$ / Unit	\$360.45	\$458.38	(\$97.94)	-21.4%
Exp \$ / Unit	(\$144.84)	(\$285.20)	\$140.35	-49.2%
Net Inc \$ / Unit	\$215.60	\$173.19	\$42.42	24.5%

**INCOME STATEMENT ANALYSIS - TTM**

Apr 2021 vs. Previous TTM

	MAT	PYMAT	MATG	MATG %
Units (000)	87.0	110.5	-23.5	-21.3%
Rev (\$000)	\$7,796	\$3,939	\$3,856	7.1%
COGS (\$000)	(\$24,567)	(\$23,291)	(\$1,276)	5.5%
GM (\$000)	\$33,228	\$30,648	\$2,580	8.4%
Exp (\$000)	(\$18,165)	(\$22,368)	\$4,203	-18.8%
Net Inc (\$000)	\$15,063	\$8,281	\$6,783	81.9%

**% Rev**

	MAT	PYMAT	MATG	MATG %
Revenue (%)	100.0%	100.0%	0.0%	0.0%
COGS (%)	-42.5%	-43.2%	0.7%	-1.6%
GM (%)	57.5%	56.8%	0.7%	1.2%
Exp (%)	-21.4%	-41.5%	10.0%	-24.2%
Net Inc (%)	26.1%	15.4%	10.7%	69.8%

**\$/Unit**

	MAT	PYMAT	MATG	MATG %
Rev \$ / Unit	\$664.57	\$488.29	\$176.28	36.1%
COGS \$ / Unit	(\$282.49)	(\$210.84)	(\$71.65)	34.0%
GM \$ / Unit	\$382.08	\$277.45	\$104.63	37.7%
Exp \$ / Unit	(\$208.87)	(\$202.49)	(\$6.39)	3.2%
Net Inc \$ / Unit	\$173.21	\$74.96	\$98.24	131.1%

The objective of this report is to provide internal stakeholders with an intelligent, granular view of business performance so operations can continue to improve. The report can be used as part of an external package because it's easily shareable.

## Report value

- ◆ **Intelligent operational view of the business:** Managerial reports deviate from GAAP accounting to provide the business with an actionable and intelligent operational view of business performance.
- ◆ **Executive and investor readiness:** Many C-suite executives share this report with senior leadership and external parties such as investors. This report can be printed out or easily distributable across teams on the web or mobile.

# Report 10: Consolidated & Multi-Currency Flexibility: ex. Balance Sheet

## Objective

Zone customers have asked for additional functionality beyond what's available in NetSuite, such as:

- ◆ The ability to choose which subsidiaries to consolidate or roll up for reports, which often requires calculating currency exchange rate roll-ups that are not available in NetSuite
- ◆ The ability to have a balance sheet that shows multiple periods in a single view, instead of being limited to one period at a time

## Report value

- ◆ **Consolidation flexibility:** This report allows for alternative consolidations and roll-ups of subsidiaries, giving Zone customers better accuracy and insights than what NetSuite allows in its native reporting.
- ◆ **Visibility of multiple periods on a balance sheet:** This report optimizes financial reporting views, speeding up reporting and close processes. This helps the C-Suite see trended patterns within the balance sheet, which otherwise isn't available in NetSuite.

COA Account Type Group Name	Jan 2020	Feb 2020	Mar 2020	Apr 2020	May 2020	Jun 2020	Jul 2020	Aug 2020	Sep 2020	Oct 2020	Nov 2020	Dec 2020
<b>ASSETS</b>												
<b>Current Assets</b>												
Bank	\$653,588	\$737,049	\$7,520,840	\$7,596,656	\$3,817,722	\$2,377,607	\$802,719	\$1,514,268	\$2,322,897	\$293,970	\$1,900,046	\$
Accounts Receivable	\$7,166,961	\$6,484,180	\$10,216,700	\$9,158,262	\$8,038,959	\$7,844,790	\$9,930,706	\$10,217,089	\$8,035,124	\$8,076,143	\$4,500,875	\$8
Inventory	\$10,895,406	\$13,358,325	\$10,899,463	\$11,097,102	\$13,631,380	\$10,653,286	\$3,333,506	\$13,042,367	\$16,378,011	\$17,386,478	\$18,328,834	\$16
Other Current Asset	\$1,492,296	\$1,422,603	\$1,325,114	\$1,328,542	\$1,304,866	\$1,207,251	\$1,324,623	\$1,182,478	\$858,064	\$1,278,036	\$971,890	\$1
Deferred Expense	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
<b>Total</b>	<b>\$20,198,641</b>	<b>\$20,162,358</b>	<b>\$29,955,317</b>	<b>\$29,180,562</b>	<b>\$24,793,397</b>	<b>\$24,086,933</b>	<b>\$25,791,553</b>	<b>\$27,956,202</b>	<b>\$27,594,976</b>	<b>\$26,974,627</b>	<b>\$27,697,653</b>	<b>\$26.6</b>
<b>Fixed Assets</b>												
Fixed Asset	\$2,214,388	\$2,244,796	\$2,684,015	\$2,634,041	\$2,666,327	\$2,680,183	\$2,687,698	\$2,689,260	\$2,616,045	\$2,546,719	\$3,068,859	\$3
<b>Total</b>	<b>\$2,214,388</b>	<b>\$2,244,796</b>	<b>\$2,684,015</b>	<b>\$2,634,041</b>	<b>\$2,666,327</b>	<b>\$2,680,183</b>	<b>\$2,687,698</b>	<b>\$2,689,260</b>	<b>\$2,616,045</b>	<b>\$2,546,719</b>	<b>\$3,068,859</b>	<b>\$3.6</b>
<b>Other Assets</b>												
Other Asset	\$3,148,187	\$3,340,571	\$3,399,928	\$3,632,478	\$3,314,947	\$2,889,061	\$3,090,581	\$2,891,959	\$2,968,256	\$3,264,678	\$3,216,032	\$3
<b>Total</b>	<b>\$3,148,187</b>	<b>\$3,340,571</b>	<b>\$3,399,928</b>	<b>\$3,632,478</b>	<b>\$3,314,947</b>	<b>\$2,889,061</b>	<b>\$3,090,581</b>	<b>\$2,891,959</b>	<b>\$2,968,256</b>	<b>\$3,264,678</b>	<b>\$3,216,032</b>	<b>\$3.3</b>
<b>Total</b>	<b>\$25,562,817</b>	<b>\$25,756,724</b>	<b>\$36,049,260</b>	<b>\$35,447,282</b>	<b>\$30,774,671</b>	<b>\$29,657,077</b>	<b>\$31,569,832</b>	<b>\$33,537,421</b>	<b>\$33,179,277</b>	<b>\$32,786,024</b>	<b>\$33,982,545</b>	<b>\$32.2</b>
<b>LIABILITIES &amp; EQUITY</b>												
<b>Current Liabilities</b>												
Accounts Payable	\$545,060	\$1,203,811	\$1,277,359	\$1,177,258	\$1,302,062	\$1,431,567	\$1,271,033	\$2,202,441	\$3,335,070	\$1,756,699	\$1,289,947	\$
Other Current Liability	\$4,800,437	\$5,095,664	\$5,816,662	\$4,939,841	\$3,936,938	\$3,413,472	\$3,776,767	\$3,215,524	\$3,442,423	\$3,523,215	\$3,595,504	\$3
<b>Total</b>	<b>\$5,345,557</b>	<b>\$6,299,475</b>	<b>\$7,094,021</b>	<b>\$6,117,099</b>	<b>\$5,239,000</b>	<b>\$4,845,039</b>	<b>\$5,047,799</b>	<b>\$5,417,965</b>	<b>\$6,777,493</b>	<b>\$5,279,914</b>	<b>\$4,885,452</b>	<b>\$4.3</b>
<b>Long Term Liabilities</b>												
Long Term Liability	\$11,700	\$22,852	\$18,217	\$25,144	\$33,787	\$33,897	\$107,871	\$106,335	\$105,254	\$100,757	\$96,077	\$
<b>Total</b>	<b>\$11,700</b>	<b>\$22,852</b>	<b>\$18,217</b>	<b>\$25,144</b>	<b>\$33,787</b>	<b>\$33,897</b>	<b>\$107,871</b>	<b>\$106,335</b>	<b>\$105,254</b>	<b>\$100,757</b>	<b>\$96,077</b>	<b>\$</b>
<b>Equity</b>												
Gross Margin	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Equity	\$0	\$0	\$0	\$0	(\$7)	(\$7)	(\$7)	(\$7)	(\$7)	(\$7)	(\$7)	(\$7)
Retained Earnings	\$19,533,257	\$18,829,219	\$25,906,277	\$25,319,229	\$20,917,486	\$19,075,143	\$18,948,483	\$18,932,517	\$16,556,383	\$16,451,187	\$16,429,220	\$14
<b>Total</b>	<b>\$25,562,817</b>	<b>\$25,756,724</b>	<b>\$36,049,260</b>	<b>\$35,447,282</b>	<b>\$30,774,671</b>	<b>\$29,657,077</b>	<b>\$31,569,832</b>	<b>\$33,537,421</b>	<b>\$33,179,277</b>	<b>\$32,786,024</b>	<b>\$33,982,545</b>	<b>\$32.2</b>

# Extract the most valuable insights from your NetSuite data with ZoneReporting

With this set of ten reports, the C-suite at any business can make informed decisions quickly based on an array of tools that enable fast, accurate analysis of critical metrics.

## About ZoneReporting

ZoneReporting is the only NetSuite- and Microsoft-approved provider that delivers best-practice Power BI dashboards and reports specific to your industry. ZoneReporting provides a completely replicated instance of NetSuite and other sources with 99+ pre-built reports designed by former CFOs and COOs. This unites stakeholders by bringing customizable reports, unrivaled insights and answers to the toughest business questions within easy reach.

Our pre-built reporting package include:

- ▶ **Tailored reporting** designed by C-suite reporting experts
- ▶ Pre-built integrations with **Salesforce, Google Analytics, Google AdWords** and additional integrations
- ▶ Fast implementation in **weeks**, not months
- ▶ **Unlimited joins across NetSuite** – for example the ARM module, display revenue by item across the revenue management module (i.e., sales orders through revenue arrangements/elements, revenue plans and journals) Reconciliation with NetSuite – this package was built by NetSuite experts, and the reports **reconcile back to your NetSuite data from day one**

[Book a demo today ▶](#)

**Scott Pickering**, CPA, Engagement Manager at ZoneReporting, is a former multi-company C-suite member who took one company public. Scott has a dual background in accounting and computer information systems, with 20+ years of experience in reporting, business intelligence and visualizations.



### About the Author



**Streamline your accounting, finance and payroll workflows in NetSuite**

All your finance and payroll operations. Just one login.

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