



TOP LIMITATIONS OF NETSUITE REPORTING

NETSUITE'S REPORTING MAKES IT DIFFICULT TO GAIN
BUSINESS INSIGHTS AND DEMONSTRATE RESULTS—
BUT NOW YOU CAN OVERCOME IT.

incorta

NETSUITE'S REPORTING ISN'T DESIGNED TO KEEP UP WITH TODAY'S BUSINESS INSIGHT AND DATA ANALYTICS REQUIREMENTS

Oracle NetSuite enterprise resource planning (ERP) and cloud-based business tools help companies streamline business processes, drive innovation, accelerate growth, and remain competitive. But relying upon NetSuite's reporting to understand your business can lead to endless loops of outdated analysis that hold you hostage—NetSuite lacks multi-dimensional analysis capabilities, doesn't support more than four tables, and forces users to re-login or jump from one tool to another to do their jobs.

There are new ways to overcome these challenges, but first you need to understand the top two limitations of NetSuite's reporting capabilities. Here they are.

Let's review each limitation in more detail and briefly discuss how Incorta can help you conquer them.



Limitation #1

NetSuite's saved search feature requires lengthy workarounds.



Limitation #2

NetSuite only provides basic reporting with some graphs.

LIMITATION #1

NETSUITE'S SAVED SEARCH FEATURE REQUIRES LENGTHY WORKAROUNDS.

NetSuite saved searches—reusable definitions that scour a NetSuite environment based upon specific criteria, filters, parameters, and formulas—provide users with a custom spreadsheet featuring the NetSuite data that matters to them. Originally designed to be time-saving tools providing quick access to subsets of data, saved searches unfortunately have not evolved as quickly as users' data analytics requirements.

As a result, saved searches prevent adoption by the typical users who most need the data and insights.

- It uses a complex query language inaccessible to the average worker, so even savvy users find it problematic to construct basic saved searches.
- A saved search doesn't do "analytics"—it gives users a subset of data, users then have to find some way to analyze.
- Because NetSuite's analysis capabilities are insufficient, users resort to manually manipulating saved search data in third-party tools, such as Microsoft Excel.
- NetSuite experts who want to develop more advanced saved searches face a difficult process of building custom formulas and SQL queries.
- Users must manually develop dashboards to display results since NetSuite only minimally aggregates and groups data.
- NetSuite itself advises companies wanting to optimize saved searches to use complicated workarounds that artificially narrow data—stripping analysis of the details and fidelity businesses need to make well-informed decisions.

These realities are why even passionate NetSuite advocates begrudgingly consider saved search to be an outdated and inefficient way to try to analyze NetSuite data.

How Incorta Overcomes this Limitation

With Incorta, NetSuite users no longer have to accept the inherent limitations of saved searches as the best they can do when it comes to reporting and analytics for NetSuite data. Incorta makes analytics accessible to anyone because it makes it much easier for users to gain insights by asking questions of the data, it's a single source of truth, and it enables data governance. Incorta also enables users to flexibly analyze the entire NetSuite dataset in real-time, merely tweaking their analysis as needed instead of redoing entire subsets of data.

Incorta lets organizations:

- Enable uninterrupted data curiosity by answering successive questions in real-time without the need for data model or Extract Transform Load (ETL) updates;
- Drive greater confidence in business decisions by completely bypassing the inaccuracies introduced during complex data transformations;
- Leverage pre-packaged reports, dashboards, and KPIs to get users up and running quickly;
- Perform analytics on virtually live data—no more endless iterations of downloading static saved search data and constantly re-doing Excel analysis;
- Run tens of joins without any performance penalty and explore trends using multi-dimensional analysis; and
- Seamlessly roll out NetSuite analytics with 100 percent built-in security.

LIMITATION #2

NETSUITE ONLY PROVIDES BASIC REPORTING WITH SOME GRAPHS.

Most business intelligence (BI) applications break down into four key elements: analysis, visualization, prescription, and prediction. When compared against these criteria, NetSuite analytics is incredibly limited for what you get—it's really just basic reporting with some graphs, it's not a real analytical engine.

As a result, NetSuite's reporting doesn't give users what they need most: easy, self-service analytics on real-time data.

- NetSuite reporting only looks at basic KPIs within NetSuite data.
- Users can't do analytics on the whole data set in NetSuite, so they have to limit their data set by filtering out criteria and instead analyzing a small subset of data, "guessing" and hoping they've selected the right subset for analysis.
- Users resort to using Microsoft Excel for analysis of data stored inside NetSuite.
- There's no robustness in the tools—like dashboards—to which users do have access in NetSuite.
- The most users can do in NetSuite is develop fairly simple data summarizations; for any level of sophistication, they use complex SQL queries, which quickly become difficult.
- Users need to fact check everything they're given by analysts because the data might be outdated.
- NetSuite gives organizations no uniform governance over the data quality—the data quality is only as good as the person doing the source.

"At Nortek, we use Incorta to run analysis on 38 million transactions, and Incorta does that instantaneously. We could never do that inside of NetSuite."

BRIAN KEARE,
NORTEK SECURITY & CONTROL

How Incorta Overcomes this Limitation

Thanks to Incorta, NetSuite users now easily can analyze and receive meaningful insights from their business data, and rely upon Incorta as a single source of data truth. Incorta can analyze the entire NetSuite data set—no filtering or subsets required—and mash up data in a next-generation, best-practices way. With Incorta, users gain an interactive tool with which they can run real data analytics and data visualizations, and add them to dashboards when desired.

Incorta lets organizations:

- Light up all NetSuite data for real-time analytics in only hours;
- Quickly mash up NetSuite data with other sources to gain visibility across functional and system silos;
- Enjoy better visualizations, aggregates, and drilldowns, while customizing them for the organization's specific needs;
- Avoid building new cubes or re-doing ETL processes every time a dashboard, data, or analytics needs to be modified;
- Leverage analytics for a wide range of use cases, such as finding out which marketing campaigns generate the most sales, using past data to predict better ongoing supply chain purchases, or giving prescriptive instructions to an employee base regarding which leads to cover on any given day; and
- Easily extend current analytics to include predictive/prescriptive (machine learning) use cases.

INCORTA: A NEW, BETTER WAY TO ANALYZE NETSUITE DATA

Incorta addresses and simplifies a complex problem with an architectural approach, giving organizations a faster time to value (TTV) than they get with other NetSuite reporting options.

Best-of-breed Incorta data architecture, analytics, and visualization toolkits let organizations light up their NetSuite data for real-time analytics in only a matter of hours, with 100 percent built-in security. Users are empowered to see results in only minutes—compared to hours and days with other technologies—so they can have real-time conversations about data and explore trends using multi-dimensional analysis without needing advanced technical skills.

And Incorta makes self-service business discovery and instantaneous access to insights on NetSuite data available to a much wider range of users—essentially anyone who can work with a dashboard. Other data warehouse-based solutions require a lengthy, manual process consisting of exports between source data systems and Microsoft Excel. But Incorta lets you quickly mash up NetSuite data with other sources to gain visibility across functional and system silos and unshackle your analytics from two-level joins as restricted by NetSuite's static saved searches.

Find out more about how Incorta can analyze your NetSuite data—read the [Multi-dimensional Analytics and Reporting Solutions for Oracle NetSuite](#) solution sheet.

“In my opinion, Incorta lets you achieve analytics 5 times as fast for 1/5th of the cost of a traditional analytics solution, with 5 times the insight and productivity.”

DOUG TEXTOR,
CRUNCH DATA



THE DIRECT DATA PLATFORM™

The Incorta logo is displayed in white on a dark purple background. It features a lowercase 'i' with a dot, followed by the word 'ncorta' in a bold, sans-serif font.

ABOUT INCORTA

Incorta is the data analytics company on a mission to help data-driven enterprises be more agile and competitive by resolving their most complex data analytics challenges. Incorta's Direct Data Platform gives enterprises the means to acquire, enrich, analyze and act on their business data with unmatched speed, simplicity and insight. Backed by GV (formerly Google Ventures), Kleiner Perkins, M12 (formerly Microsoft Ventures), Telstra Ventures, and Sorenson Capital, Incorta powers analytics for some of the most valuable brands and organizations in the world. For today's most complex data and analytics challenges, Incorta partners with Fortune 5 to Global 2000 customers such as Broadcom, Vitamix, Equinix, and Credit Suisse. For more information, visit <https://www.incorta.com>