ORACLE NetSuite + azdan

BUSINESS GUIDE

7 Steps to Prepare for an IPO

Build the foundation now. Go public when the time is right.

Learn more at netsuite.com

Grab a seat and enjoy.
Read Time: 14 minutes

7 Steps to Prepare for an IPO

Build the foundation now. Go public when the time is right.

After a slow spell due to high inflation, rising interest rates, and a cloudy economic outlook, the initial public offering market is showing signs of waking up. More businesses that have been on the defensive are shifting their strategic focus back to growth and eyeing IPOs to fund their plans. Private equity and venture capital firms are lining up IPO candidates to start selling some of the portfolio that has accumulated, and a strong pipeline of companies have filed to go public across sectors.

But despite pent-up demand, investors are not quite ready to forget the hard-learned lessons of IPOs past. Investors are less focused on the "growth-at-all costs" approach of the last decade. Instead, they are seeking out companies with a history of proven profits, or a clear path to profitability. While 2021 was a boom year for IPOs, many of the forecasts made by the companies that went public missed the mark by a wide margin. With the emphasis shifting to efficient growth, investors want companies to prove their math.

For IPO aspirants, this recalibration means that ample preparation is critical. Companies will need to have the fundamentals—including the right team, equity story, and technology—in place so they have the flexibility to capitalize on fleeting market windows. IPO preparation isn't reserved solely for companies planning to go public in the near future. The most successful IPOs are launched by companies that operate as if they were public well in advance of their actual IPO. In this guide, we cover seven strategies to prepare your company for a successful public offering.

1. Carefully Evaluate the Decision to Go Public
2. Start Early
3. Get the Right Team in Place
4. Anticipate Regulations and Requirements
5. Build a Persuasive Equity Story
6. Invest in Investor Relations
7. Get the Right Technology Stack in Place

1. Carefully Evaluate the Decision to Go Public

First, it is integral for CFOs to lead a thorough assessment of their companies' motivation to go public. It may be that an IPO is wrong for your business. Not all businesses are suited for life in the public eye. CFOs must assess the cost, time, and requirements of an IPO and then ensure their executive management teams and boards fully embrace the implications.

The evaluation process will vary based on the company and is dependent on factors including size, market, competitive landscape, growth stage, and current financials of the business.

10 Tough IPO Questions to Ask

Before pursuing a public offering, ask yourself—and your core team—these questions:

1. Why are we going public, and what will we do with IPO proceeds?
2. Can our company handle the cost of an IPO?
3. Is our company big enough to gain traction on the public markets?
4. How will we manage multiple stakeholders?
5. Do we have the means to implement the infrastructure a successful public company needs?
6. Is our financial future looking secure? Are we on track for strong revenue, growth rates, and profitability? Do the numbers back that up?
7. Are we comfortable with the disclosure requirements of a public company?
8. Are there any potential roadblocks to us becoming public?
9. What is our position in the market? Can we differentiate ourselves?
10. What are our other options to an IPO, and could they be a better fit?

However, there is one consistent commonality that CFOs will appreciate: cost. IPOs are a bit of a juxtaposition in that the motivation for them is primarily an influx of cash to fund operations, yet they are incredibly expensive.

In a study of the public filings of 1,175 companies between 2015 and 2022, PwC outlined nine cost areas involved in an IPO:

- Underwriting fee: Underwriting fees are the largest single direct cost associated with an IPO and can range from 4% to 7% of gross IPO proceeds.
- Legal: Companies working with external company counsel and underwriter counsel will incur costs for due diligence, drafting the S-1, and coordination with the SEC.
- Accounting: Companies incur accounting costs in working with the auditor and accounting advisor in areas including S-1 preparation, technical accounting and financial reporting issues, and review of SEC filings.
- Printing: Don't underestimate how much costs around printing, document management, and digital and XBRL support can add up. When Chinese ecommerce giant Alibaba went public in 2014, it spent an estimated $1 million on printing and engraving expenses, according to regulatory filings. And in 2023, British chip designer Arm Holdings spent $900,000 on printing and formatting fees for its prospectus, despite the fact it barely printed any copies save for keepsakes for executives, board members, and advisers.

- SEC registration: The filing fee rate for 10/1/2023 to 9/30/2024 is $147.60 per $1 million of the aggregate offering amount.
- FINRA: Companies incur FINRA costs in registering with the nongovernmental organization that writes and enforces rules for brokers and broker-dealers. FINRA costs are calculated at a rate of $500 + 0.015% of the proposed maximum aggregate offering amount, up to $225,500.
- Major US exchange listing: Companies incur exchange listing fees depending on the stock market exchange they choose. Major exchanges such as Nasdaq and NYSE both include an entry fee as well as an annual fee that varies based on market and aggregate number of shares outstanding.
- Miscellaneous: Miscellaneous fees can consist of multiple types of costs, including blue sky fees, which are state-based filing requirements for securities offerings, as well as transfer agent fees.
- Nondisclosed costs: Several additional categories of costs are not disclosed within a company's IPO prospectus because they are considered to be "indirect" costs. Because the registration statement does not require a report of indirect costs, these costs are very hard to reasonably estimate. However, accounting and legal fees associated with restructuring, drafting of new articles of incorporation, and establishing an audit committee charter tend to make up a significant portion of non-disclosed costs.

This list does not include the costs required to prepare the business to operate as a public company, or the costs of being public. While it will vary by company, significant investment around systems, processes, people, and broader infrastructure will be necessary to go public. Companies also face recurring incremental costs after the IPO in order to operate as a public company, primarily relating to additional regulatory compliance obligations.

Given the level of capital, resources, and time required to take a company public, it is imperative the executive management team and board are on the same page on the "why" behind the IPO. What will going public provide the business that staying private can't? What are the goals of the IPO and how will the company invest the hard-won proceeds?

Pros and Cons of Going Public

Pros	Cons
Access to capital	Costs
Exit opportunity for equity holders	Regulatory compliance and reporting obligations
Increased public awareness	Pressure to maintain earnings growth
Ability to attract and retain talent	Less autonomy and potential loss of control
Stock as a form of payment	Increased public scrutiny
Higher share valuation	Market volatility and share price fluctuations

2. Start Early

Once your business decides to go public, embrace preparation. Successful IPOs are usually launched 18 to 36 months in advance, with the average time being 24 months, according to Deloitte. This gives your team time to build out needed capabilities and execute a smooth transition into the public domain.

The most successful IPOs are launched by businesses that operate as if they were public companies well in advance of their actual IPO.

Viewing IPO preparation through a long-term lens allows sufficient time to:

- Compile two or three years of audited financial statements, depending on filer status.
- Assemble the right team of external and internal resources.
- Build a robust corporate governance, financial, and business infrastructure. A public company is expected to have the teams, internal controls, and technology in place to put out financial statements on an accelerated timeline, have board and committee members in place that meet SEC independence requirements, rapidly publish forecasting and planning reports, proactively root out any gaps or circumstances of fraud, and comply with public tax disclosure requirements.
- Undergo due diligence by underwriters and their counsel.
- Build out the registration statement, which includes the prospectus, audited financial statements, and an S-1 form.
- Ensure compliance with SEC reporting and regulation requirements—most notably, the auditing and financial regulations established by the Sarbanes-Oxley (SOX) Act of 2002.
- Develop a strategy that will attract the right investors.

By being ready early, you can fully realize the value an IPO creates and be poised to catch the right transaction wave when it comes by.

While timing and steps will vary by company, a general timeline consists of the following steps:

One to Two Years Out

- Analyze integral components of IPO success, such as team composition, equity story, and market demand.
- Present findings to the executive team and board.
- Find and appoint IPO advisors and underwriters.
- Hold kickoff meeting.
- Create a timeline and set scope of work.
- Build internal and external teams needed for IPO.
- Implement the technological systems and processes needed to comply with the accuracy, transparency, and disclosure requirements of a public company.
- Begin financial, commercial, and legal due diligence needed for registration form.
- Produce with underwriters the engagement letter, letter of intent, and underwriting agreement.
- Implement needed infrastructure and business practices to comply with mandated public-company operations.
- Develop key messaging, equity story, marketing materials, and investor presentations.
- Develop investor relations and public relations processes.

Six to Nine Months Out

- Agree with underwriters on estimated price and number of shares to be sold.
- Submit confidential registration statement draft to SEC for feedback. Note: this will likely require several rounds of feedback and edits.
- Begin establishing executive compensation plan, including identifying a peer group for benchmarking, outlining total pay mix, and establishing a compensation philosophy.

Timing the Launch

Timing is everything in the context of a strategic IPO launch, yet predicting the IPO market is near impossible due to the influence of external shocks. Instead, CFOs must focus on what they can control, like preserving the company's value, IPO readiness preparation, and being flexible in IPO timing and pricing.

Then, when the opportune window presents itself, your company will be ready.

And remember, ringing the bell is just the beginning. An IPO launch is not an end in itself. Rather, it is a monumental milestone in the complex transformation from a private to a public company. CFOs must be prepared to continue the journey in the public spotlight by meeting expectations, fulfilling promises, and continuing to build effective relationships.

Three Months Out

- Respond to SEC feedback on registration statement.
- Continue discussions with the underwriters around market positioning, possible IPO investors, and potential pricing.

One Month Out

- Publicly file the registration statement with the SEC no later than 15 calendar days before the commencement of the roadshow.
- Work with underwriters to develop a "red herring prospectus," which includes all the details of the issuing company, save the effective date, offer price, and number of shares.
- Conduct a roadshow to market shares to institutional investors and evaluate demand. This can last up to several weeks.
- Final registration statement is approved, and trading date is set.

- Work with underwriters to determine the final offer price and the number of shares to be sold.
- IPO is launched.

Post-IPO: Stabilization and New Reality

- After entering the public markets, underwriters can conduct stabilization activities for a short period of time.
- Complete post-IPO reporting forms and requirements.
- Maintain investor enthusiasm.
- Proactively manage reputation by consistently improving communications with investors, analysts, and media.
- Fulfill all continuing public-company obligations. Become comfortable and efficient with quarterly and annual reporting requirements, their content, and costs.

3. Get the Right Team in Place

Transitioning from private to public is an arduous task for any company. As with any complex undertaking, having enough people with the right skills is crucial. When going public, that list falls into several internal and external buckets.

One common pitfall in the IPO process is under-resourced finance and accounting teams. Many organizations overestimate their teams' ability to handle

Important People Onboard?

Before going public, you must have strong internal and external expertise in these areas:

Internal Hiring Priorities

- SEC reporting
- Accounting
- Financial planning and analysis
- Legal
- Internal audit
- Investor relations and public relations
- Technology support
- Human resources
- Treasury and financial risk management
- Taxation

External Help Needed

- Investment bankers/underwriters
- Capital markets advisor
- Independent auditor
- Advisory accountant
- External legal counsel
- Underwriters' counsel
- Financial printer

the volume and technical complexity of preparing for an IPO in addition to their regular workflow—not to mention the significantly increased workload post-IPO. And with the CFO busy handling the IPO process, a strong controller is essential for handling the day to day.

As companies assess their staffing needs, the executive team and board should also go under the microscope. They might be the most important—and time-intensive—talent areas to replace if the IPO preparation process reveals the need for change.

In a global survey of investors and analysts conducted by PwC at the end of 2023, respondents cited corporate governance (45%) and management competence (45%) as the most important things to them outside of financial performance when evaluating companies. These areas even surpassed innovation (39%) and emerging technologies (37%) in terms of impact, with investors highlighting the importance of understanding how companies are managing crises and staying resilient while creating and protecting long-term value.

The executive team and board will be subject to regulation and scrutiny by potential investors and financial media. They will want assurances that members of the executive team have the talent and aptitude to lead the company through the IPO. Their perception of the leadership team might be very different from what you expect.

The SEC and listing exchanges require public companies to have a certain number of independent board members. This requirement includes the establishment of an audit committee with all independent members who are financially literate and have at least one member designated as an audit committee financial expert. If you don't have a qualified financial expert, or if your current board members have conflicts of interest, you will need to start recruiting.

It's also worth noting that there is a requirement for a compensation committee made up of independent board members as well. This committee will be in charge of reviewing and approving the compensation of a company's officers, which is disclosed to the public as required by the SEC. Unlike the audit committee, there are no specific requirements around areas of expertise—just that they are not overly influenced by management. However, considering the complexity of executive compensation programs, it's beneficial to have a mix of financial, HR, talent management, legal, and risk management experience.

Is your team set to impress?

4. Anticipate Regulations and Requirements

Going public requires a company to operate in line with strict governance standards. Greater transparency and disclosure requirements, particularly when it comes to financial disclosure and other regulatory reporting, will require significant effort from the CFO.

The Sarbanes-Oxley Act, passed to protect investors from fraudulent financial reporting by corporations, applies to public companies doing business in the United States, and companies now factor compliance of SOX into their pre-IPO path. Generally speaking, the law requires that:

- The CEO and CFO be directly responsible to the SEC for the accuracy, documentation, and submission of all financial reports as well as the internal control structure.
- Public companies' annual reports include the company's own assessment of internal control over financial reporting and an auditor's attestation. Basically, the question executives must answer is: "How do we make sure the information is real and controlled by our processes?" This is the most complicated, most contested, and most expensive to implement of all the SOX Act sections for compliance.
- Companies disclose on an almost real-time basis information concerning material changes in their financial condition or operations.

It's also worthwhile to check whether your company qualifies as a smaller reporting company (SRC), an emerging growth company (EGC), and/or a foreign private issuer (FPI). These designations will ease

SOX is Less Onerous for These Companies

Smaller reporting company (SRC)	• Public float of less than $250M. • A company can also be considered an SRC if it has less than $100M in annual revenues and: ◦ No public float *or* ◦ public float of less than $700M.
Emerging growth company (EGC)	Total annual gross revenues of less than $1.235 billion during its most recently completed fiscal year and has not sold common equity securities under a registration statement.
Foreign private issuer (FPI)	• Incorporated outside the US and more than half of its voting securities are owned by non-US residents. • It can also be designated as an FPI if none of the following apply: ◦ The majority of the company's executive officers or directors are US citizens or residents. ◦ More than 50% of its assets are located in the US. ◦ The company's business is administered principally in the US.

some of the SOX requirements, scaling disclosure requirements of companies as dictated by the JOBS and FAST Acts signed into law in 2012 and 2015, respectively.

Hopefully, you're getting a sense of the regulatory complexity of an IPO.

To prepare for these compliance requirements, finance leaders should early on assess key systems and processes and address any gaps between their current state and the level of performance that will be required by shareholders and the SEC. These parties will expect annual reports (Form 10-K for domestic companies and Form 20-F for FPIs), quarterly reports (Form 10-Q), current reports to disclose any major events (Form 8-K), proxy statements that describe matters to be voted on and information on the company's executive compensation, and any additional disclosures. These might include proposed mergers, acquisitions, and tender offers.

During this review period, well before the IPO ramp-up, is the time to upgrade finance systems, implement an effective internal controls structure, and practice meeting the stringent disclosure obligations for public companies. In other words, a private company should begin operating like a public one in terms of compliance long before its IPO.

5. Build a Persuasive Equity Story

In a 2024 McKinsey survey of global institutional investors, respondents cited an unattractive equity story as the greatest risk to an IPO, with 73% ranking it as a high risk, and the remaining 27% ranking it as a medium risk.

Your equity story is the foundation of a successful IPO. An effective equity story will summarize both the business' current state and its vision. It provides the reason investors should buy the stock. Far more than just serving up the numbers, CFOs are tasked with translating the company's performance into a compelling rationale.

An equity story should be a synthesis of many qualitative and quantitative components, including the following elements:

- A short description of the company: This provides a brief introduction to the company, its history, mission, and core business operations. Ideally, this should also consist of key milestones in the company's history to demonstrate its positive trajectory.
- Business model: Explain your revenue streams, pricing strategy, cost structure, and unit economics. You should also show your current and projected financial performance, such as your revenue, expenses, margins, and profitability.
- Market information: Include details about the size of the addressable market, key trends, historical growth, and reasonable growth assumptions. What are the pain points in the market and how does your offering solve that?
- Competitive advantage: Describe your company's competitive advantage over competitors and how that will protect long-term profits and market share.

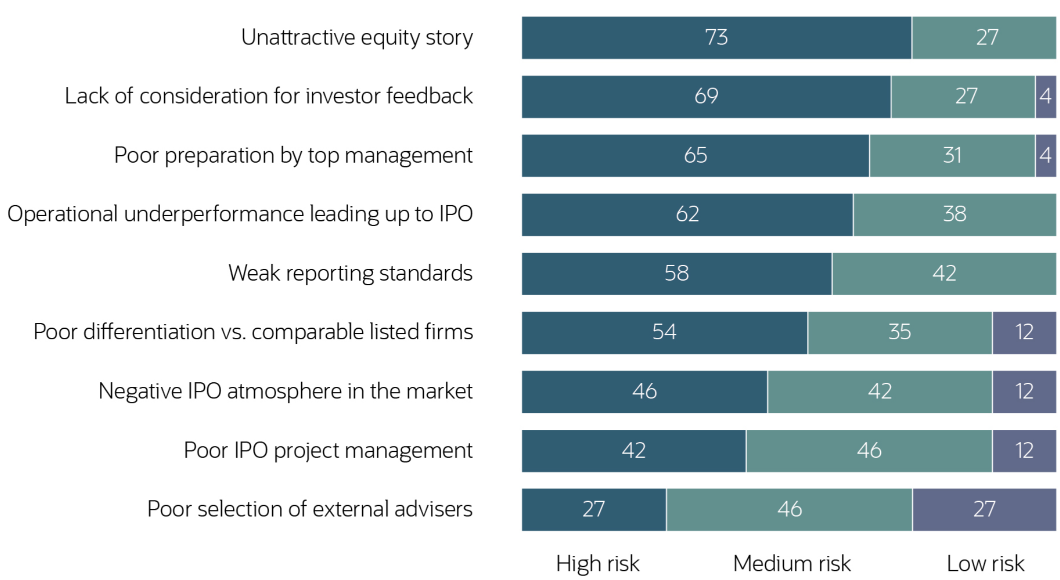
SEC Cybersecurity Disclosure Requirements

In December 2023, the SEC enacted amendments intended to enhance and standardize disclosures related to cybersecurity. Public companies are now required to disclose a cybersecurity incident in Form 8-K within four business days of determining the incident to be material. These new rules also require registrants to provide information about their cybersecurity risk management, strategy, and governance in their annual reports.

To comply with these requirements, CFOs will need to work closely with their legal, IT, and cybersecurity teams to ensure that cybersecurity risk management processes are well-documented and align with industry best practices.

Intrinsic Investors Identify an Unattractive Equity Story as the Greatest Risk to an IPO

Factors that investors view as a risk to an IPO, % of respondents (n = 26)



Note: Figures may not sum to 100% because of rounding.
Source: McKinsey survey of global institutional investors

- **Growth strategy:** What are your milestones and goals and how will you achieve them? Be sure to include any plans for expanding into new markets, launching new products and services, or improving operational efficiency.
- **Risk factors:** Companies are expected to be transparent about risks and challenges they face and possible factors that could impact the company's performance in the future—including regulatory risks, market volatility, and competitive threats. How will your company mitigate these issues?
- **Management team:** Investors will want to know about the company's leadership team, their experience, and their qualifications. Why are they the right people to take this company public?
- **Use of proceeds:** How will your company use the funds raised during the IPO process? How does that spending translate into growth that will drive up the company's value?

One of the most crucial aspects of your equity story is showing how your business has achieved traction and how it can continue to grow in the future—which requires carefully selected non-GAAP measures (NGMs) and key performance indicators (KPIs).

NGMs adjust measures of income, margin, cash flow, or other factors from a company's financial statements by excluding or including amounts from the most directly comparable GAAP measure. They are often used to convey the management's view on the underlying financial performance of the company. NGMs are also used by investors and analysts to better understand the company and benchmark it against its peers on an operating basis, removing financial differences such as borrowing or tax rates. Common NGMs include adjusted EBITDA, EBITDA, and adjusted net income. Because the SEC monitors NGMs vigilantly, companies need to clearly label non-GAAP measures, ensure there are no misleading statements, reconcile the NGMs to the most closely related GAAP measure, and define why these metrics are useful to investors and how management uses them.

In addition to NGMs, an increasing number of companies are choosing to incorporate KPIs to help investors better understand financial performance, growth and business operations, or the model of the company. Usually, KPIs

are operating metrics that supplement the financial statements to give further insight into the core activity of a business. Examples include number of clients, net revenue expansion, unit volume, and average selling price. KPIs are not defined by an authoritative standard-setter and therefore are not subject to the same SEC rules as NGMs.

NGMs and KPIs provide an opportunity for management to tell a quantitative story to the readers of the financials, as well as get a full picture of their business drivers and set the stage for future performance. It is important for companies to spend time ensuring that the chosen NGMs and KPIs accurately reflect how the business is managed and there will be no issues continuing to provide the metrics once listed as a public company.

Ultimately, when crafting your company's equity story, remember that complexity is the enemy. Investors seek clarity, and they may invest elsewhere if your story is complicated. Give investors what they need to make an informed decision about your company and be open to feedback. There's a strong chance your equity story won't be perfect the first time. Initial feedback from potential investors provides the valuable opportunity to fine-tune your equity story and valuation framework.

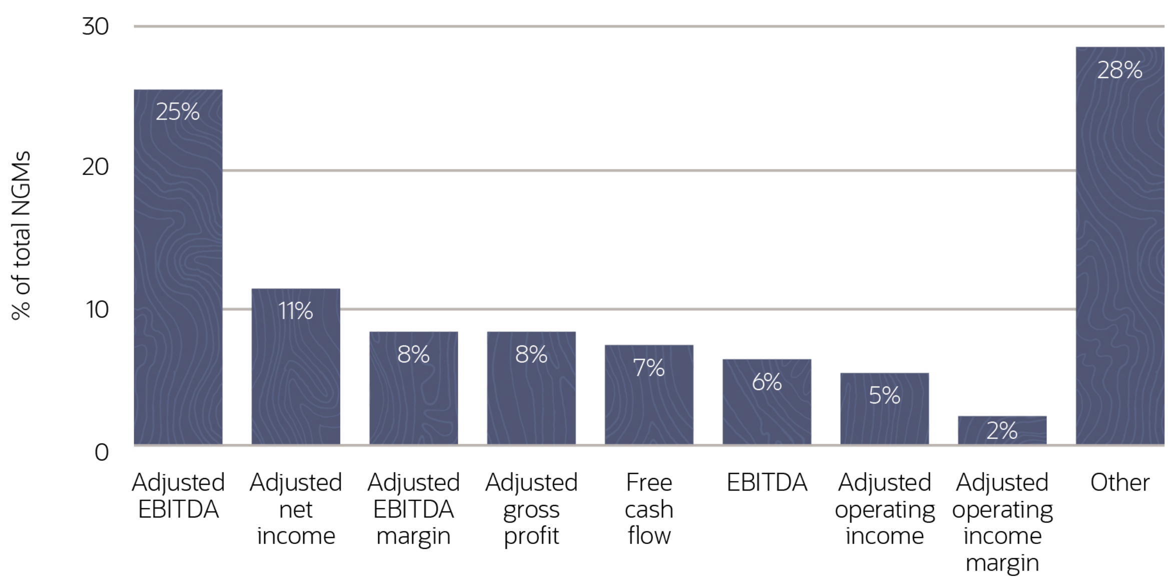
6. Invest in Investor Relations

During the IPO process, CFOs and CEOs become the public faces of their firms. They spend much of their time outside of the office, and investor relations become a top priority. The IPO roadshow is a golden opportunity to attract the right investors in your target capital pools. A smooth investor roadshow and a smooth IPO are inextricably linked.

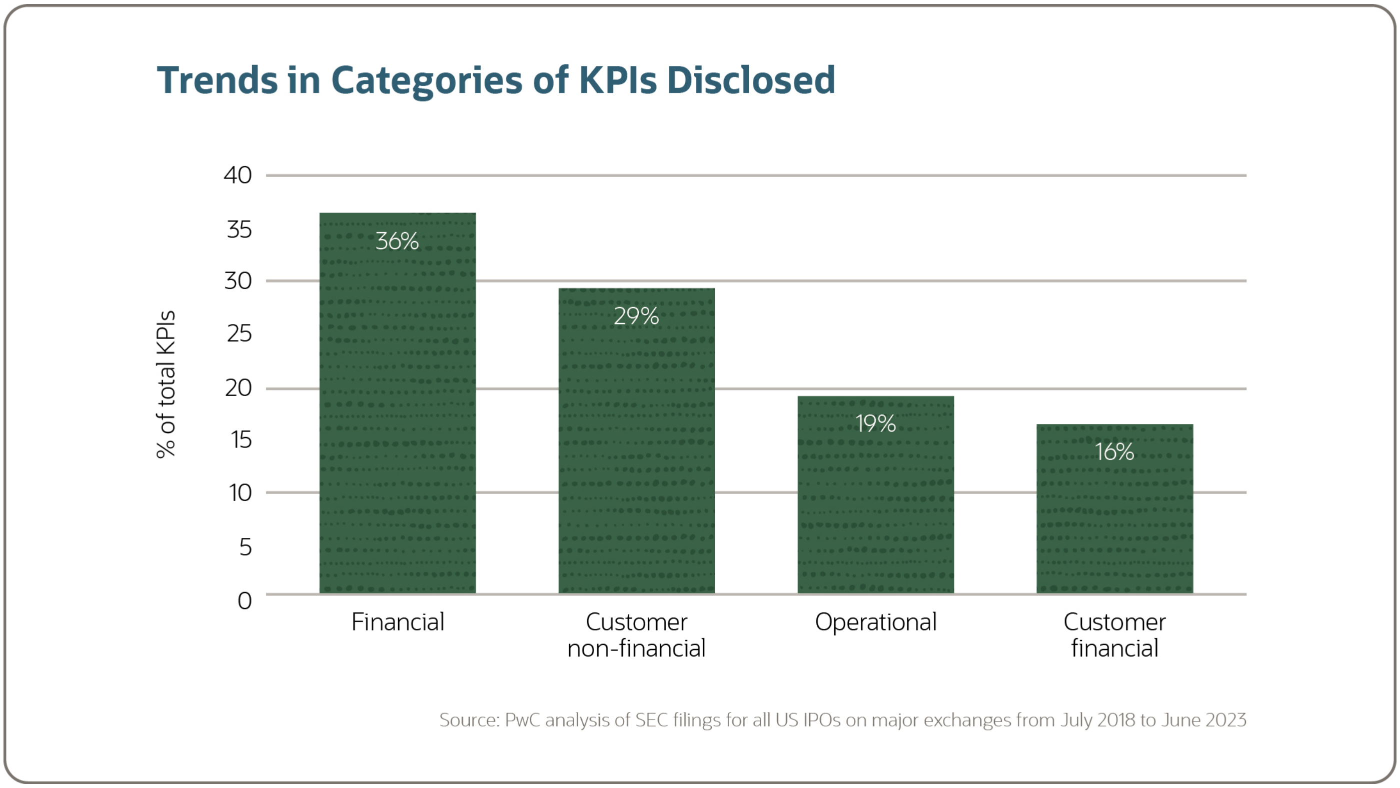
Some tips for CFOs to consider:

- Target the right investors. It's not about finding the deepest pockets—it's finding the right fit. The growth in asset classes has elevated the importance of understanding the type of investors that align with

Most Common NGMs (Total NGMs)



Source: PwC analysis of SEC filings for all US IPOs on major exchanges from July 2018 to June 2023



your company's vision and objectives. Be sure to consider the expectations, industry and functional expertise, network, track record, and term sheet of targeted potential investors.

- Practice your presentation. Hire a coach to help with public speaking if needed. Classic media training tactics—such as bridging, pivoting, and flagging—can prove valuable in a roadshow.
- Be as prepared for the Q&A as you are for the preplanned presentation. How? Ask people close to the company to play devil's advocate so you can practice answering hard questions from those who've studied the company.
- Be an engaging storyteller. Engross the audience with your equity tale. This is your chance to share the vision, strategy, and numbers behind the company in an exciting way.
- Perhaps most importantly, think like an investor. How is your company unique? How will it grow? How is it viable in the long term? What merit is there in investing?

Institutional investors rarely visit the companies they finance. Instead, they rely on information presented at the roadshow. It will likely be your only opportunity to maximize selling price by communicating directly with potential investors.

7. Get the Right Technology Stack in Place

The successful transition of a company from private to public relies on a strong foundation of systems, processes, and technology. The obligations of a public company require a tech stack that facilitates the rapid production of accurate financial statements and disclosures, strong data governance and cybersecurity, and a robust set of internal and enterprise-level controls. The company also needs finance automation that helps it meet these expanded financial responsibilities without hiring an army of finance and accounting professionals.

The ability to produce all the financial statements and disclosures required pre- and post-IPO necessitates a strong grasp on revenue, as well as in-depth visibility into the details. There's significant value in investing in systems and automation that support efficient global consolidation and financial reporting. Revenue recognition standards as required by ASC 606 and IFRS 15 tend to be a sticking point for companies going public, particularly when a team is still operating in spreadsheets. A comprehensive revenue management solution can automate revenue scheduling, allocation, and reporting in accordance with standards.

Data integrity is also crucial to passing muster as a public company, both for ensuring compliance with regulatory and financial standards and providing confidence in the numbers when forecasting. Many companies underestimate the data infrastructure they need to have in place when going public. It's not just about having access to the information that investors are likely to be interested in—data needs to be immutable to provide auditors and prospective investors confidence in the numbers.

Data should be in a centralized repository under strong governance policies. Particularly considering the growing cybersecurity emphasis by the SEC, companies should be able and ready to tell investors how it is stored, shared, and protected.

One of the biggest differentiators between private and public entities is the level of controls. Companies will need to start early and scale the internal controls program for future SOX compliance. Effective change management will be crucial as companies break down processes and apply needed control frameworks to each. For example, a company might have to establish new policies, software, and access privileges to enforce stricter separation of duties for procurement activities. Oftentimes, establishing controls isn't the difficult part. Rather, it's ensuring every team understands how to follow them and is willing to adjust their workflow to those controls.

The right system will provide governance, risk, and compliance capabilities that empower companies to establish the right controls to meet risk objectives, then monitor and report on the effectiveness of those controls. Financial software can automatically generate reports, audit trails, and a list of roles and permissions. Because regulators as well as your auditors will be constantly looking for material weaknesses and deficiencies within your controls that might trigger violations, having a software solution that enforces and documents controls according to applicable standards is key.

The Importance of Automation to a Public Company

As finance automation technology advances, an increasing number of companies are using it to handle the heavy workloads associated with IPO preparation and life as a public company. Manual processes are simply too time-consuming and error-prone to cut it in the public company space.

Automation is particularly helpful during the IPO process around regulatory compliance and audit readiness. For example, a company can implement automated provisioning to manage user roles and permissions, or automated three-way matching to increase transaction accuracy. Having such automated control mechanisms in place can help improve the efficiency of the external audit, decrease compliance costs, and reduce the risk of control failure. Automated audit trails can also centralize important audit documents and track any updates and alterations to records. Auditors will be looking for evidence of strong controls, as well as automated, repeatable processes.

Implementing automation also proves integral to the IPO process by freeing up finance staff from mundane, manual processes. Instead, they can focus on more strategic aspects of the IPO, including financial planning, growing the business, and investor relations.

Bottom Line

The IPO process requires a level of financial, technological, and overall business maturity that can be difficult to attain. For an IPO to be successful, it needs the right equity story to tell, and the right technology platform in place to support it. Going public requires companies to have solid financial reporting, strong corporate governance, the ability to meet all legal compliance and regulatory requirements, and world-class data security and integrity. The significant workload also necessitates the automation of time-consuming, manual processes so teams have the bandwidth to focus on the strategic tasks that come with going public.

Some of the most successful recent IPOs run their businesses on NetSuite.

Nearly two-thirds of all technology IPOs in the US since 2011 run on NetSuite.

With NetSuite's unified cloud-based software, companies can:

- Better measure and report financial performance through real-time visibility from a consolidated level down to individual transactions. Robust tools drive efficient revenue forecasting, budget planning, allocation, and automated finance and accounting, while also helping businesses adhere to SEC regulations, complex tax codes, and SEC financial compliance mandates with reporting.
- Implement robust processes and controls with access to the control requirements and financial data necessary for SEC filing and ongoing compliance. Integrated and automated financial processes expedite month-end and quarter close, helping companies meet SEC reporting requirements and SOX control reports.
- Drive strong corporate governance with a host of extensible, automated controls with powerful search and reporting capabilities. With robust, always-on audit trails, finance leaders and auditors can easily investigate activity that has the potential to impact security, controls, or financial statements.
- Manage risk through structured internal processes such as customizable and auditable workflow and permission-based access. Automated rule-based alerts can proactively identify and flag potential risks. NetSuite is externally audited to SOC 1 Type 2 and SOC 2 Type 2 (SSAE18 and ISAE 3402) standards while maintaining ISO 27001 and 27018, PCI DSS, and PA-DSS compliance.
- Build compelling investor relations initiatives through customizable dashboards displaying chosen metrics and KPIs. Teams spend less time searching for information and more time crafting the company's story.

The process of taking a company public is rigorous—and it's just the beginning. As organizations embark on their journey as a public company, NetSuite is there with the finance capabilities, scalability, and security needed to operate successfully in today's capital markets.

ORACLE
NetSuite

www.netsuite.com
Infonetsuite_WW@oracle.com
877-638-7848

facebook.com/netsuite

twitter.com/netsuite

linkedin.com/company/netsuite

instagram.com/oraclenetsuite