

# COMPANY OF THE YEAR



**Frost & Sullivan analysts independently evaluated key factors according to the criteria identified below:**

## **Visionary Innovation and Performance**

- Criterion 1: Addressing Unmet Needs
- Criterion 2: Visionary Scenarios through Mega Trends
- Criterion 3: Implementation of Best Practices
- Criterion 4: Blue Ocean Strategy
- Criterion 5: Financial Performance

## **Customer Impact**

- Criterion 1: Price/Performance Value
- Criterion 2: Customer Purchase Experience
- Criterion 3: Customer Ownership Experience
- Criterion 4: Customer Service Experience
- Criterion 5: Brand Equity

*FROST & SULLIVAN COMMENDS NETSUITE FOR NOT LEAVING ANY CUSTOMER BEHIND. MANY OF NETSUITE'S COMPETITORS ARE ON DIFFERENT VERSIONS, WHERE THE SOFTWARE MAY NOT WORK AND PARTNER SOLUTIONS MAY NOT WORK, MEANING THESE COMPETITORS MUST DEVOTE ENERGY TO MULTIPLE DIFFERENT RELEASES. IN CONTRAST, NETSUITE IS ALWAYS ON ONE VERSION.*

**- SANKARA NARAYANAN,  
INDUSTRY DIRECTOR**

To receive the Company of the Year Award requires a company to demonstrate excellence in growth, innovation, and leadership. This excellence typically translates into superior performance in three key areas—demand generation, brand development, and competitive positioning—that serve as the foundation of a company’s future success and prepare it to deliver on the 2 factors that define the Company of the Year Award.

Oracle NetSuite offers a comprehensive AI solution that meets the high expectation for generative AI in areas such as automation, actionable insights, human-like interaction, and anomaly detection. Learning labs provide customers and prospects with answers on NetSuite’s AI capabilities. On top of this, organizations of every size and from every industry worldwide trust NetSuite.

With its strong overall performance, Oracle NetSuite earns Frost & Sullivan’s 2024 Global Company of the Year Award in the cloud ERP market.

**ORACLE  
NetSuite**