REPORT

Business Leader Outlook Survey

Winter 2020

brainyard

Marketing and payroll are the biggest areas where respondents expect to increase spending in 2020.

brainyard

Executive Summary

Respondents

361 executives completed the full Brainyard Winter 2020 Outlook Survey. Of these leaders, 188 hold finance titles, while 173 are in non-finance roles; 15% of those are C-suite execs, other than the CFO, while 33% are manager/director or VP level. Forty percent hail from companies with $10 million or less in revenue; 38% posted between $11 million and $50 million, while 22% earned between $51 million and $500 million.

Survey Goals

- Gauge respondents' economic expectations for 2020 as well as their business priorities and success metrics
- Explore differences in viewpoints based on company size and job function
- Determine what external influences are affecting respondents' businesses
- Discover priorities for finance respondents and how they compare with business strategy and investment priorities for 2020.

Summary of Findings

2019 was a very good year for our respondents, with just 7% rating the past 12 months as negative or very negative. The 2020 outlook is even brighter, with just 3% expecting negative results versus one-third forecasting very positive outcomes for their businesses.

Similarly, expectations for the U.S. economy are strong, with 75% expecting positive GDP growth.

Other Key Findings

- **The customer is king:** Customer satisfaction beat out revenue and profit as the most important factor in assessing success.
- **Hiring remains a challenge:** Talent acquisition and retention are of top concern for companies of all sizes — in some cases eclipsing revenue and profit as a main worry.
- **Innovation is alive and well:** Half of respondent companies expect to launch new products in 2020, with an improved customer experience a top priority.
- **M&A activity is afoot:** Some 29% of respondents said their companies would acquire, while 22% said they expect or are preparing to be purchased.
- **Spending is up:** Marketing and payroll are the biggest areas where respondents expect to increase spending in 2020.

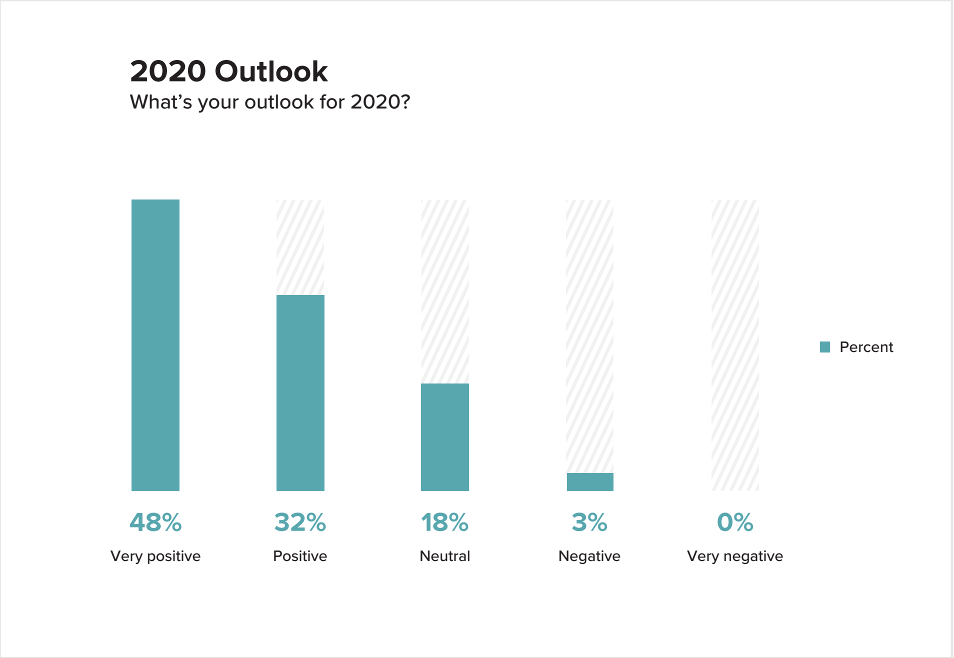
Upbeat Macro and Micro View

We're 10 years into the longest economic expansion in U.S. history and businesses could hardly be more bullish.

That's the top-line macroeconomic finding of our Winter 2020 Outlook Survey of 361 executives and managers from small ($10 million or less), midsize ($11 million to $50 million) and midcap ($51 million to $500 million) companies. And not only are they upbeat on the U.S. economy overall, they're very positive on their own outlooks.

Just 2% of respondents expect a recession in 2020, while a truly optimistic 12% see GDP moving forward at 3% or more. The majority say growth will be in the 1% to 3% range, which is in line with pundits. The **Economist calls** 2019's 2.3% U.S. growth "lackluster" and pegs 2020 at 1.7%. **The Conference Board also expects** growth to slow a bit, to 2%.

Some 74% of respondents said 2019 was a good year—31% say very good—and they expect 2020 to be even better, with only 3% seeing a negative road ahead. And that's across the board. We saw statistically insignificant differences in the data when cut by company size or respondent job function.



Data: NetSuite Brainyard Winter 2020 Executive Outlook Survey   Respondents: 361
Values may not add up to 100% due to rounding.

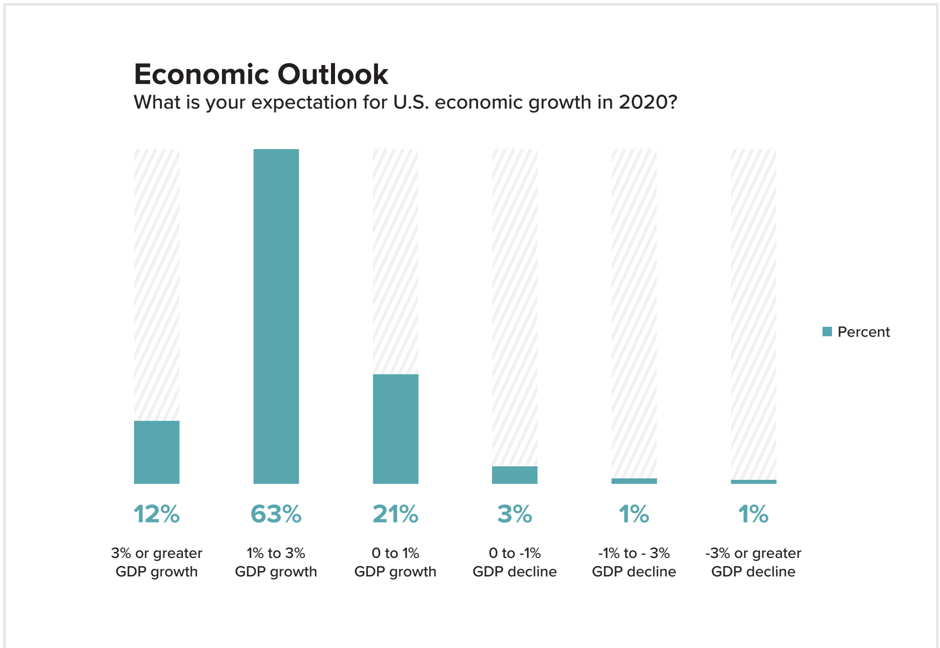
brainyard

The majority say growth will be in the 1% to 3% range, which is in line with pundits.

The 2019 reality? The Fed revved up the printing presses to increase money supply in Q319. No one said the words "quantitative easing," rather classifying the move as an expansion of the balance sheet for technical reasons. But expand it they did, and if it walks like a duck and quacks like a duck.

While the 2020 bears in our survey are a small group, they usually link a bad year for their firms with expectations of a recession or very slow U.S. economic growth. They are disproportionately worried about tariffs, and over half are seeking an exit strategy in the form of an acquisition. Not surprisingly, this subset is looking to hold or cut spending almost across the aboard. The only areas getting small increases are marketing and sales.

More generally, payroll spending will see a significant increase. For most of our bears, cuts of 1% to 5% are in order, with about one-quarter holding payroll spending flat—smart moves for those looking to be attractive acquisition targets, as long as they don't lose key people in the process.



Data: NetSuite Brainyard Winter 2020 Executive Outlook Survey Respondents: 361
Values may not add up to 100% due to rounding.

Concerns with hiring and retaining critical staff are also top of mind.

Success Factors Hinge on Pleasing Customers—and Employees

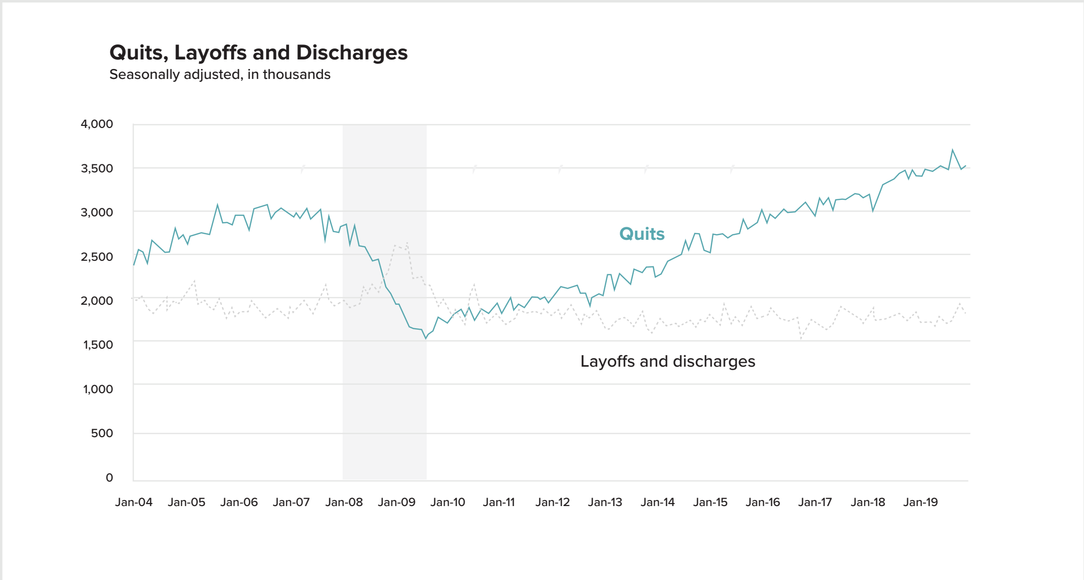
We expected respondents to measure success by revenue and profit, and these do land at No. 1 and No. 3 in our ranking of success factors. At No. 2, and statistically tied for first place: customer satisfaction. In fact, in smaller companies, customer satisfaction ranked comfortably ahead of revenue as the most important metric of success.

The group that most values a happy clientele? Some 57% of nonfinancial executives in companies with less than $10 million in revenue.

The good news is, respondents are on top of it. In a separate question, we asked which goals respondents worried most about missing. Here, customer satisfaction ranked 7th.

Concerns with hiring and retaining critical staff are also top of mind, especially in companies with $51 million to $500 million in revenue. A majority, 55%, list staffing as a top concern, ahead of revenue and profits.

These same companies were less likely to worry about cash flow, with just 21% listing it as a top concern. So, if they can afford to hire, what's the problem?



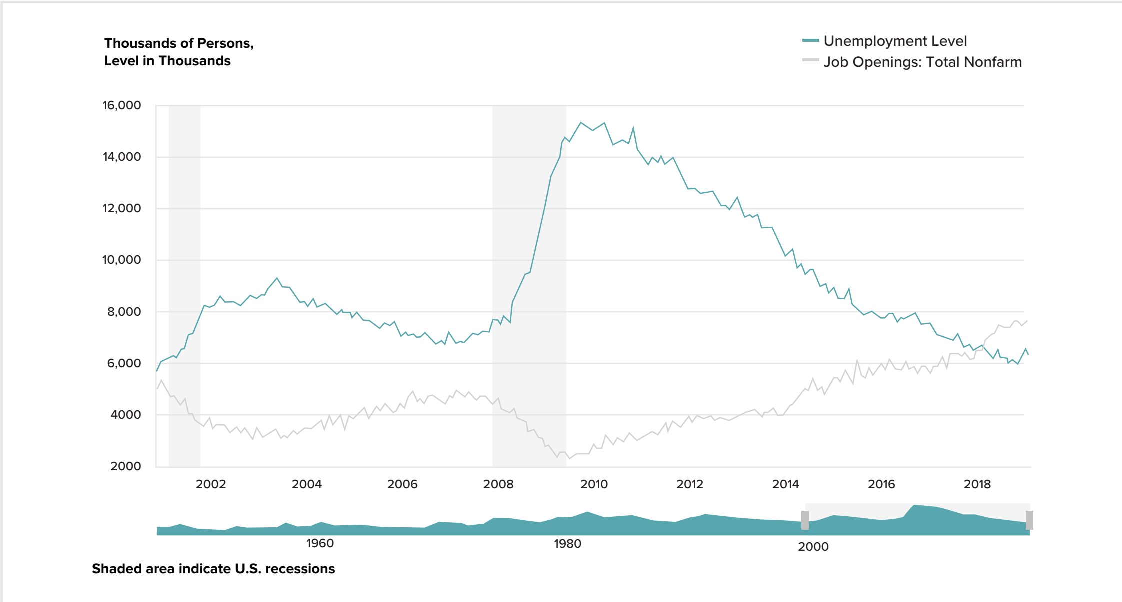
Data: Bureau of Labor Statistics, Job Opening and Labor Turnover Survey, December 17, 2019
Note: Shaded area represents recession as determined by the National Bureau of Economic Research (NBER)

brainyard

The Bureau of Labor Statistics (BLS) backs up the labor worriers with data showing that job openings exceed the unemployment rate. The BLS also shows that the quit rate is rising as workers find a fertile job market. If losing top people is a worry, we offer advice for CFOs looking to help HR use data to conserve human capital.

Data takeaway: If employee satisfaction hasn't been on your mind, it should be. The labor market hit pre-recession levels in 2017, and while upward wage pressure has been slow to materialize, it's here now and is especially acute for skilled trades and technicians as well as low-skilled workers.

One finding that seems unrelated is that, on our list of priorities, corporate responsibility rates the lowest, with just 9% characterizing it as a top concern. We say "seems" because the younger members of our Brainyard team who reviewed the survey results all picked up on this, and were disappointed. For firms struggling to attract Gen Z workers, this is something to consider. For many companies it's reasonable that corporate



Data: U.S. Bureau of Labor Statistic

The largest area of disconnect between finance and non-finance respondents is around the importance of cash flow.

responsibility isn't a top-tier priority, but neither can you continue to get by without a narrative. All efforts around sustainability and good corporate citizenship **matter a lot to younger workers;** they'll likely raise morale with older workers, too. And since the employee is now in the driver's seat, this becomes a strategic initiative.

Not convinced? There's also a **growing pool of investors** in sustainable funds, and managers of "green bonds" are **actively seeking companies** that are looking to keep a healthy balance sheet while also helping the environment.

While the vast majority of the companies represented in our survey are private, sustainability is one factor that's likely to be weighed positively in acquisition decisions. Making at least a nod, if not a hard pivot to sustainability can't just be the job of the marketing department, but once you've done the work, marketers will have an easy job extolling the virtues of your efforts. We aren't suggesting that these efforts eclipse goals like better customer experience, but certainly, where possible, it's a good practice to be mindful of how you go about your business.

Finally, the largest area of disconnect between finance and non-finance respondents is around the importance of cash flow, with finance executives more worried about it. Also in the "not a shocker" column, there's a strong correlation between concern over cash flow and use of credit. For those who borrow, cashflow is No. 3 on the list of success factors, pushing profits into the fourth spot. For small companies using credit, missing their cash flow metrics keeps CFOs awake, with two thirds of finance executives listing it as one of their top four worries.

External Macroeconomic Concerns

With 24/7 news services vying for the attention of business leaders, there's a legitimate question about whether dire business and/or mainstream news headlines actually correlate to the P&L sheet. In other words, could a contentious election or more Middle East unrest spill over to affect your profitability? And is the press missing the real story about issues like the labor crunch?

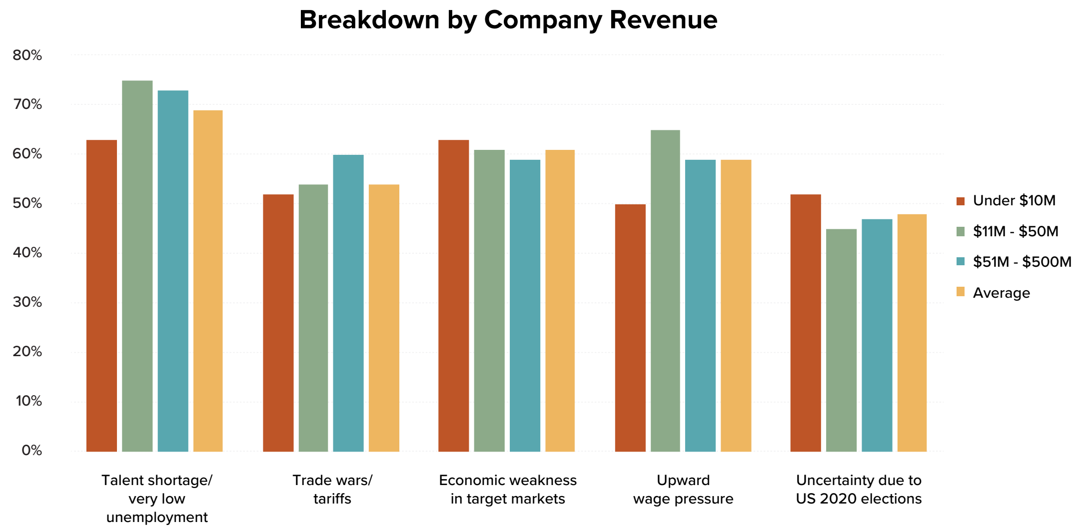
To find out, we asked about external macroeconomic factors. Again, the talent crunch dominated, followed by economic weakness in target markets and upward wage pressure. Generally, we found that smaller firms either worried less about most of the factors we presented or—perhaps more likely—they are more concerned about the internal factors involved in building strong companies.

One exception: Small-company executives worried more about uncertainty due to the upcoming U.S. elections.

We asked a freeform question, "What keeps you up at night? What makes you optimistic?". Some open-ended responses reflected the U.S. political

Outside Forces by Role & Revenue

How much do you expect these macroeconomic issues to affect your company?



(5 = substantial positive effect, 3 = no effect, 1 = substantial negative effect)

Data: NetSuite Brainyard Winter 2020 Executive Outlook Survey Respondents: 361

Climate change, offshore competition and instability in the Middle East are of little concern.

divide, with strongly worded responses predicting doom if the current president is reelected, others foreseeing catastrophe if he isn't.

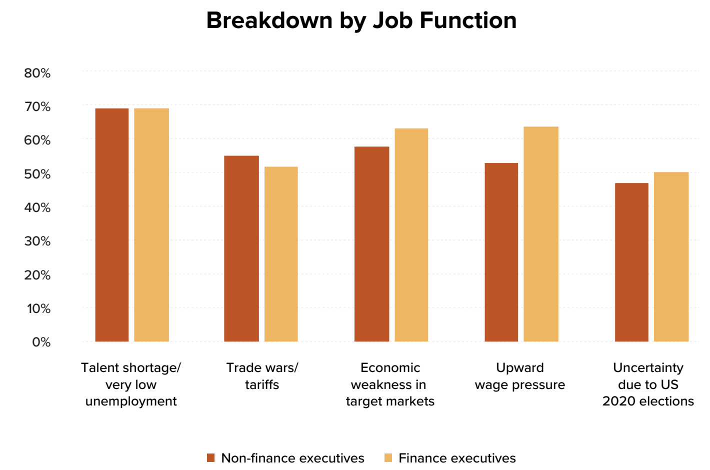
Role matters as well. Finance executives tend to worry more about external factors than their non-finance peers; upward wage pressure and economic weakness in target markets were two notable areas. The one place where non-finance executives worried more: trade wars and tariffs. Affected respondents seem to be feeling the pinch—some 19% said their businesses were very negatively affected by tariffs, only the talent crunch had a higher percentage selecting "very negative." Compare this to weakness in target markets, which only 6% see as a major negative factor.

However, freeform responses commonly mentioned weakness in the global economy. Squaring these findings with the rosy economic outlook mentioned above means business leaders are wisely hoping for the best while keeping an eye out for the worst.

Climate change, offshore competition and instability in the Middle East are of little concern to respondents, though the survey was fielded before the current dustup with Iran, so sentiment there may have changed some. Still, responses to this question show that business leaders don't worry much about the news cycle unless the matter at hand directly affects their businesses in the short term.

Outside Forces by Role & Revenue

How much do you expect these macroeconomic issues to affect your company?



brainyard

Customer experience shows up as top of mind across our survey.

Business Objectives

We offered a list of 13 business objectives for 2020 and asked respondents to choose their top five. Over 70% of respondents selected two answers, improving existing products and improving customer experience. Two more were selected by more than half, launching new products and expanding marketing efforts.

And as we've discussed, customer experience shows up as top of mind across our survey.

Smaller companies are particularly interested in marketing, with more than 60% of respondents hailing from midsize and smaller firms ranking it as a priority versus just 40% of larger companies. This squares with the notion that most small companies are highly product focused and aspire to better, smarter marketing.

What's not a priority: cutting staff (5%), expanding supply chains (15%) and improving cybersecurity (20%).

That last response left us slack-jawed. It's hard to imagine that better cybersecurity ranks below improving customer-facing digital systems (29%) and expanding product distribution (26%). Freeform respondents mentioned cybersecurity fairly often, and with a real sense of concern. Our take: Those ranking it as the tenth priority are asking for trouble, and if they think they're too small, or lightly exposed, or well-enough protected, **they would do well to reconsider.**

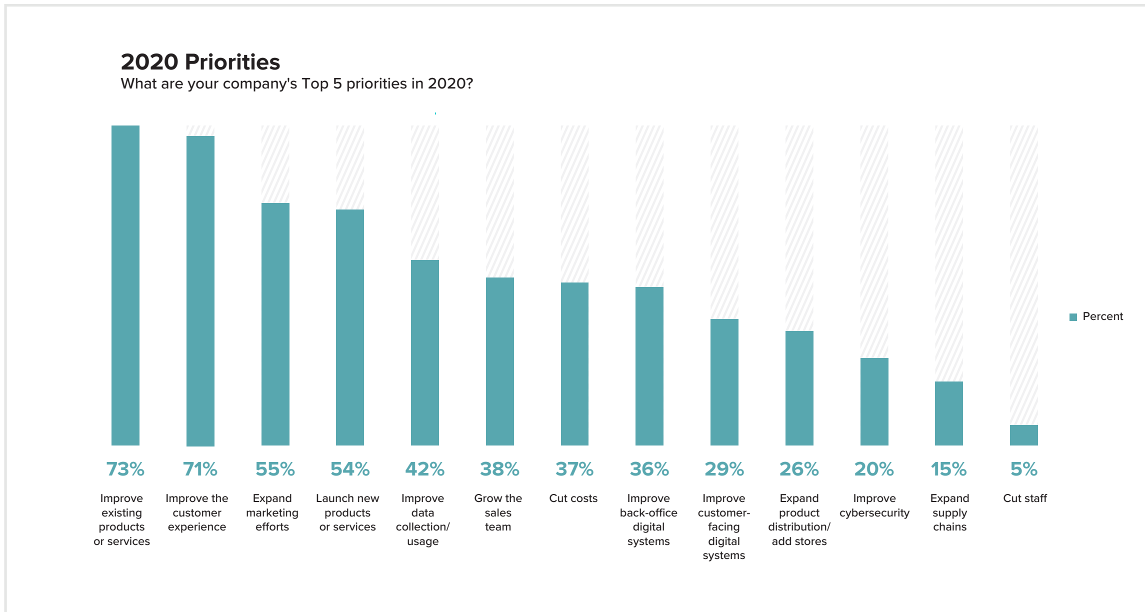
Ransomware is the new organized crime shakedown: "Nice little company you got there. It'd be a shame if all of your account data, personnel records, sales contacts and product inventories disappeared."

We know one L.A. area company on the verge of an acquisition whose executives awoke one recent Christmas Eve morning to find all of their servers encrypted and all of their backups and archives deleted by Eastern European bad guys. The advice from the (very expensive) experts the company frantically consulted: Pay the seven-figure ransom and hope the perps actually decrypt your systems.

The ransom problem is widespread and is made worse because the bad guys don't always follow through with a decryption key after ransom is paid. As we discuss, **cybercrime insurance may help and may be worth the money,** but only if you're diligent about protecting your systems. Insurers will look closely at your practices—but not until you make a claim. At a minimum, work with the CIO to engage an external expert to assess your

vulnerability, and take their recommendations seriously. Cybersecurity is like your personal health, it takes constant work and an occasional consult with experts to be in top shape.

Improving data collection and usage sits as the No. 5 priority, with importance rising with company size. It was cited by 43% on average, but by 49% of large-company respondents. Although better use of data is a mid-level priority for business leads, it's a very high priority for the finance department. Makes sense, as does the fact that concern over good data practices goes up with company size. Larger firms have trouble gaining visibility across the organization and condensing a uniform set of data into meaningful, actionable insights. Execs in large companies almost universally complain that they don't have the visibility to make well-informed decisions.



Data: NetSuite Brainyard Winter 2020 Executive Outlook Survey Respondents: 361

A priority on having finance identify areas for savings was also dependent on company size.

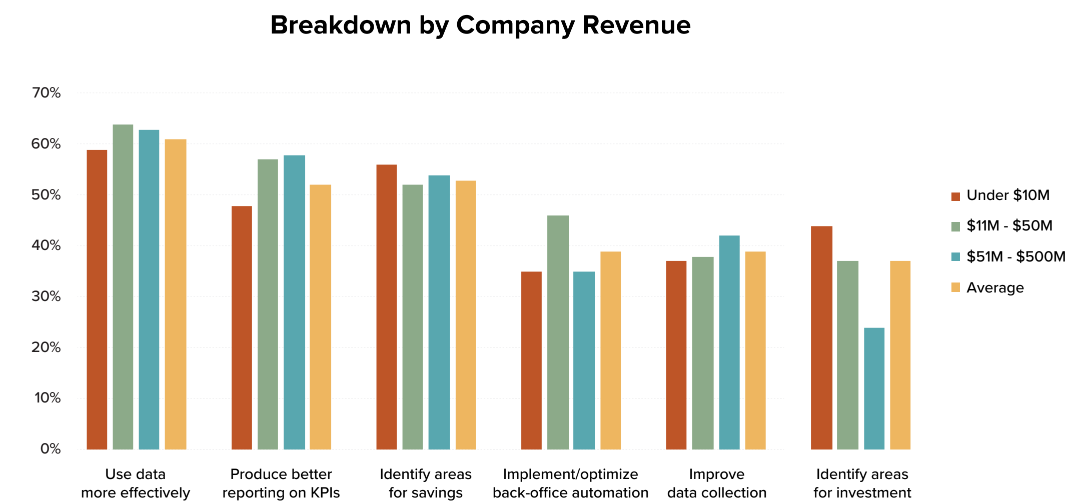
Finance Department Priorities

For the finance team, using data more effectively was the top priority among 13 possibilities, with 61% selecting it as one of their top four concerns. Two other priorities cracked 50%: Producing better reporting on KPIs and identifying areas to realize savings. The next three priorities all garnered just under 40%: Implement/optimize back-office automation, improve data collection and identify areas for investment.

Data takeaway: Finance executives were 29% more likely to list better KPI reporting as a priority than their non-finance counterparts. Our take is that what non-finance executives would really like is for the finance department to build data into a narrative rather than just throw KPI results over the wall. Finance loves data. The rest of the company just wants to know what it means and what to do about it. Those KPIs are critical, but putting them in context is just as important and a

CFO Goals by Role & Revenue

What are your Top 4 finance department priorities in 2020?



Data: NetSuite Brainyard Winter 2020 Executive Outlook Survey Respondents: 361

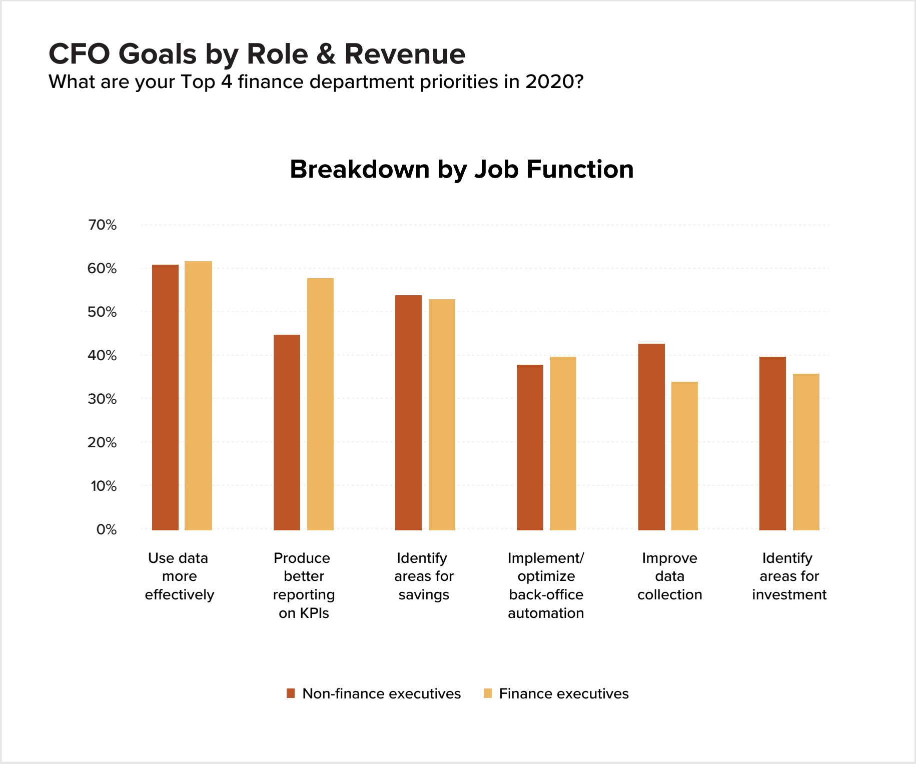
brainyard

key way finance teams can stay firmly in the loop on business strategy as the company grows.

Rankings remained fairly consistent based on company size except around implementing improved back-office systems, a goal companies with revenue of $11 million to $50 million ranked 10 points higher than other groups. This indicates that firms in this size range are outgrowing their existing systems; by the time they get to $50 million or more in revenue, they've typically addressed the concern with more advanced software and processes.

A priority on having finance identify areas for savings was also dependent on company size, cited almost twice as often by companies with $10 million or less in revenue versus large companies.

Growing pains in CFO, CEO relationship: With just one or two people managing finances in smaller companies, there's an intimate relationship between the CFO and business owner or CEO. They're building the company together and therefore develop trust and value an exchange of ideas on managing spending. As the



brainyard

job of the finance department becomes broader and more complex as the company grows, it's easy for finance to lose its strategic status and go heads-down managing cash flow across multiple products and suppliers, taking on new customers and dealing with more interstate and international issues, not to mention tax liabilities and potentially investor relationships.

There's nothing wrong with that. But be mindful. It's up to the CFO to decide how the relationship with business owners should evolve as the company grows. Owners won't stop listening unless the finance team stops talking about strategic issues, including offering clear-eyed advice on spending versus overspending. It's easy to say that when times are good, the CFO should still call out overspending. It's another thing to always be seen as raining on the fat-expense-account parade—a hard sell when everyone's jazzed about success.

How do you tell the CEO that the sales team's spending on customer entertainment is way out of line if they're at 125% of goal? At least part of the answer is to set guidelines early and often. It's a lot easier to ask a successful team to ease off the $300 lunches after the first few happen than after an unchecked year of the behavior.

Of course, spending will go up as the business grows. Sometimes the payoff comes quickly, sometimes it doesn't come for a year or more. There's nothing wrong with that; in fact, longer-term investing is a practice that many businesses can't get right, but need to. But that's a management call, not one for individual team members to make. CFOs who can take the emotion out of spending management while helping owners, founders and investors understand where the money goes will be held in high esteem. It goes further than waving spreadsheets and ranting about $175 bottles of wine or $30 glasses of scotch at lunch.

We found a surprise in finance department priorities. Only 14% listed adherence to new accounting standards as a priority. With the Financial Accounting Standards Board seemingly hellbent on reforming significant parts of generally accepted practices, we were surprised that this isn't a priority for more companies. It could be that everyone has **ASC 606 and 842** (and other new changes) well in hand, but that would be headline-making news if true. And, FASB isn't done yet. There are more rule changes coming.

For those planning a large increase, 52% expect a *very* good year, and 40% expect a good year.

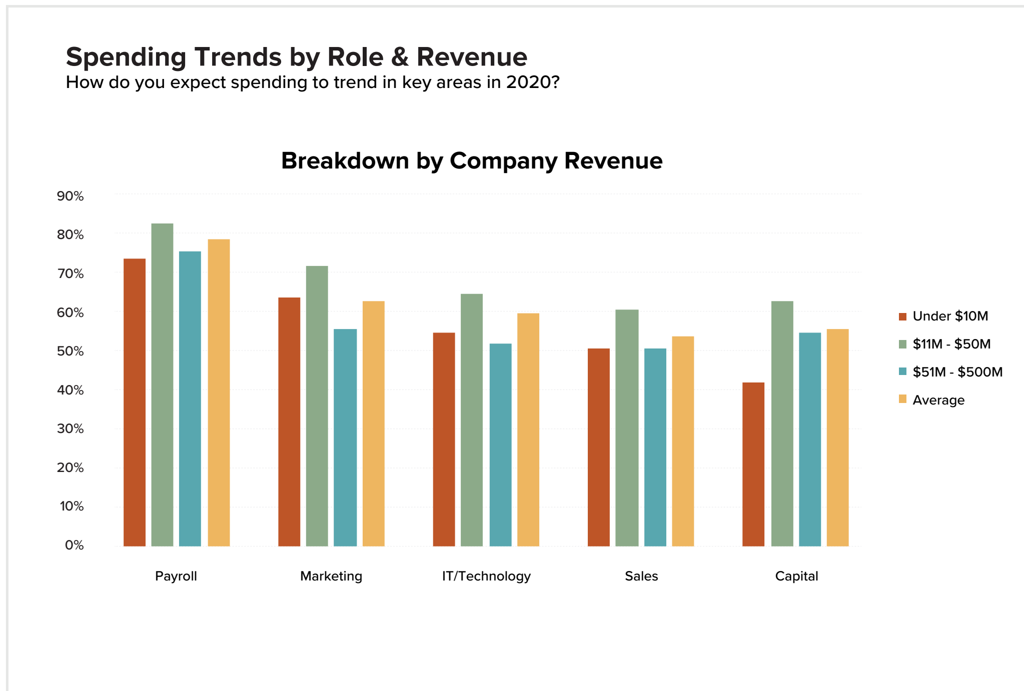
Where's the Money Going in 2020?

We asked about eight potential spending trends for 2020. The most universally cited area for increased allocation is payroll. Almost 80% of respondents plan small (57% said 1% to 5%) or large (21% said 5% or more) increases. That's about the same number that expect 2020 to be a good year for their businesses.

The correlation wasn't perfect, but it was darn close. For those planning a large increase, 52% expect a *very* good year, and 40% expect a good year.

Following payroll came increases in marketing (62%) and technology (60%) spend. About half expected more outlays for sales (54%) and capital spending (56%) as well as non-IT operations (48%). Product support (41%) and production (37%) will get the least new cash, with 10% or fewer expecting large increases.

Capital spending showed the highest variability; there, 18% said they'd increase outlays by more than 5%, but that was offset by the 18% who expect a decrease. Interestingly, we saw almost no correlation between a decrease in capital spending and



Data: NetSuite Brainyard Winter 2020 Executive Outlook Survey Respondents: 361

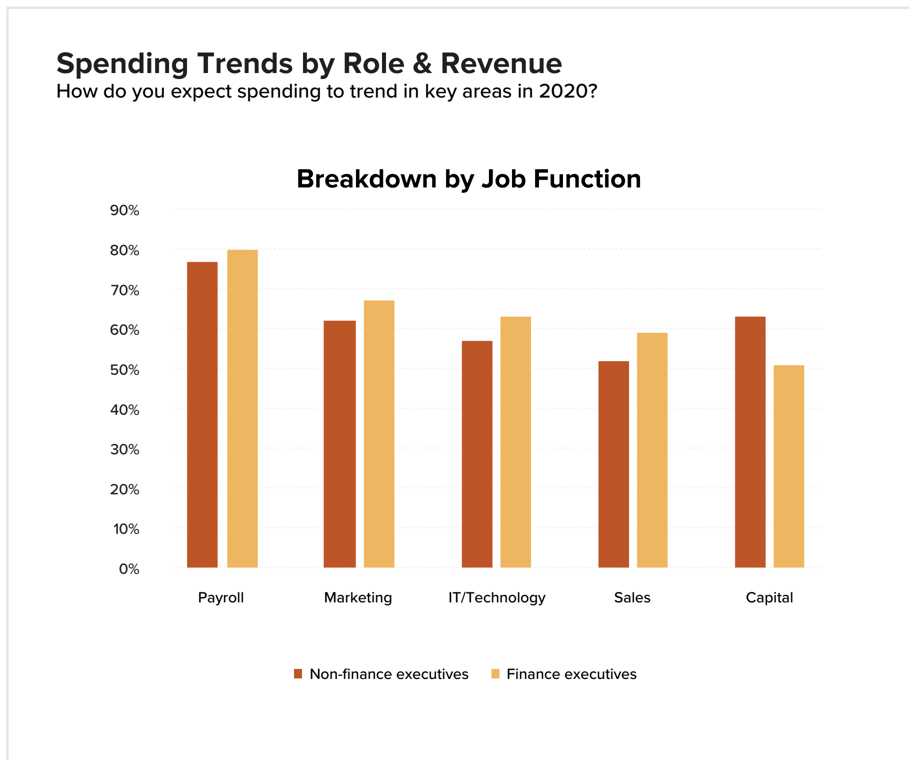
brainyard

expectation of a down year. Rather, it appears that capital spending is just more cyclical for companies, with some years seeing large investments and others not.

Data takeaway: The larger increase in marketing spend seems to be a North America phenomenon. In a similar survey, we asked an EMEA audience about their spending plans, and marketing was on par with operational spending.

Across the board, companies in the $10 million to $50 million range were the big spenders, while small firms were far less likely to be planning capital increases (50% less likely than midsize companies and about 25% less likely than the larger businesses in our survey). Finance executives universally expected slightly more spending than their non-finance counterparts, except in terms of capital spending, where non-finance were about 24% more likely to predict capital spending increases.

There appears to be some wishful thinking going on around capital spending, but on whose part we can't say.



brainyard

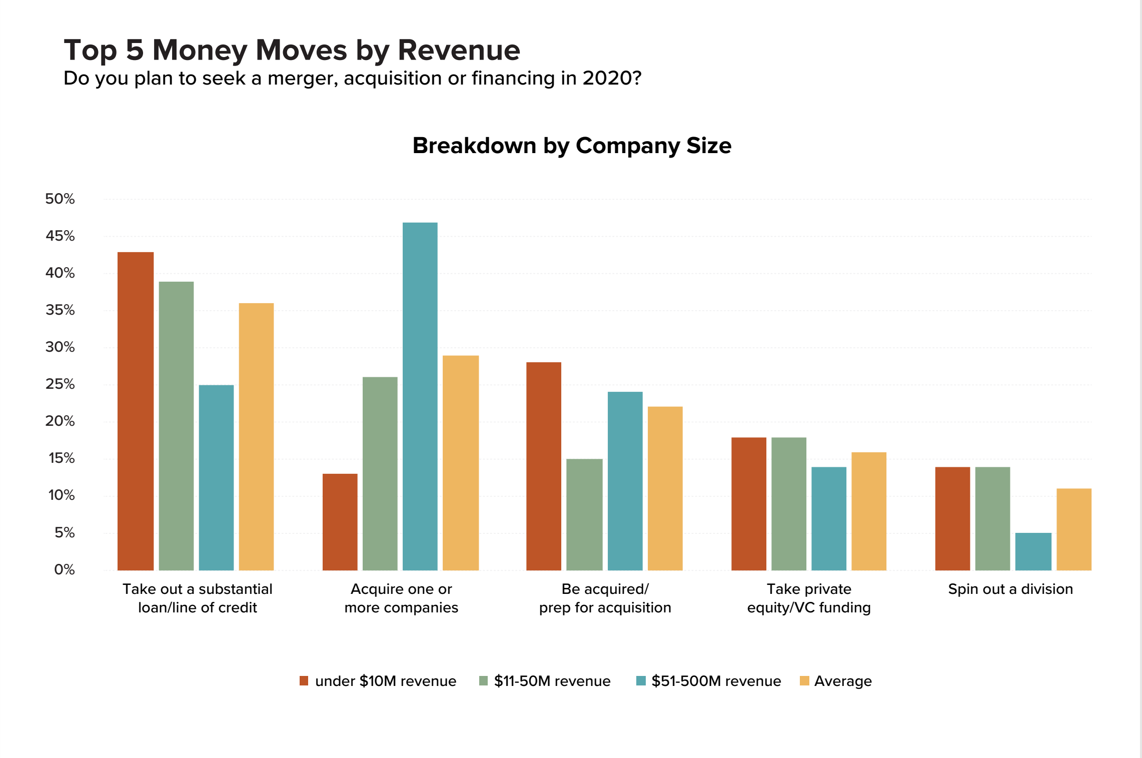
Small and midsize firms were far more likely to be using credit than the larger companies in our survey.

brainyard

Big Plans vs. Priorities

In more macro terms, 2020 looks to be a big year for M&A. We weren't surprised to see that large companies were over three times as likely to be planning acquisitions as small firms (47% vs. 13%) and almost twice as likely as midsize companies (26%). Those planning acquisitions disproportionately expect a good year and strong economy, and they're budgeting for larger-than-average increases across the board. Capital and technology spending in particular increase more for acquiring companies.

Small and midsize firms were far more likely to be using credit than the larger companies in our survey. Those planning to borrow don't appear to be doing so to finance capital spending, as their capital plans were just slightly more aggressive than average, with 20% planning an increase over 5% vs. 18% on average.



Data: NetSuite Brainyard Winter 2020 Executive Outlook Survey Respondents: 361

Borrowing companies do tend to be far more worried about cash flow (51% identifying it as a top concern vs. 32% on average), and appear to be looking for finance teams to identify savings opportunities (57% vs. 53% on average). Though both of these factors also correlate with company size, correcting for company size still shows more concern for cashflow for those using credit (51% vs. 36% average for small and midsize companies) and about the same demand for savings ops (57% vs. 54%).

Some 16% of respondents are looking to take VC or PE funding. These companies are about half as likely as our full respondent base to be asking finance to find savings; on the contrary, they were generally planning larger spending increases than average—we believe these are largely VC-funded companies, though we didn't ask the question that way (next time we will).

These companies are very focused on revenue, citing it as by far their No. 1 success metric, followed by customer satisfaction, cash flow and profits. This is much more characteristic of VC-funded than PE-owned companies.

Interestingly, the importance of corporate reputation was higher for this group, tied for fifth most-cited vs. seventh on average. Nearly 90% expect 2020 to be a good year.

Twenty-two percent of respondents expect to be acquired or are prepping for future acquisition. Companies reporting a down 2019 largely fall in this camp (56%). Not surprisingly, profits were much more important to this group, ranking just after revenue as the most important KPI. Worries over missing profit goal was also on their radar, with 58% stressed about it—that's 20% more than average. As expected, typical spending increases slotted for 2020 were lower for this group, generally because more of them planned decreases than our overall average.

Spending time concentrating on attracting and keeping great employees will likely provide a significantly better payoff.

Conclusion

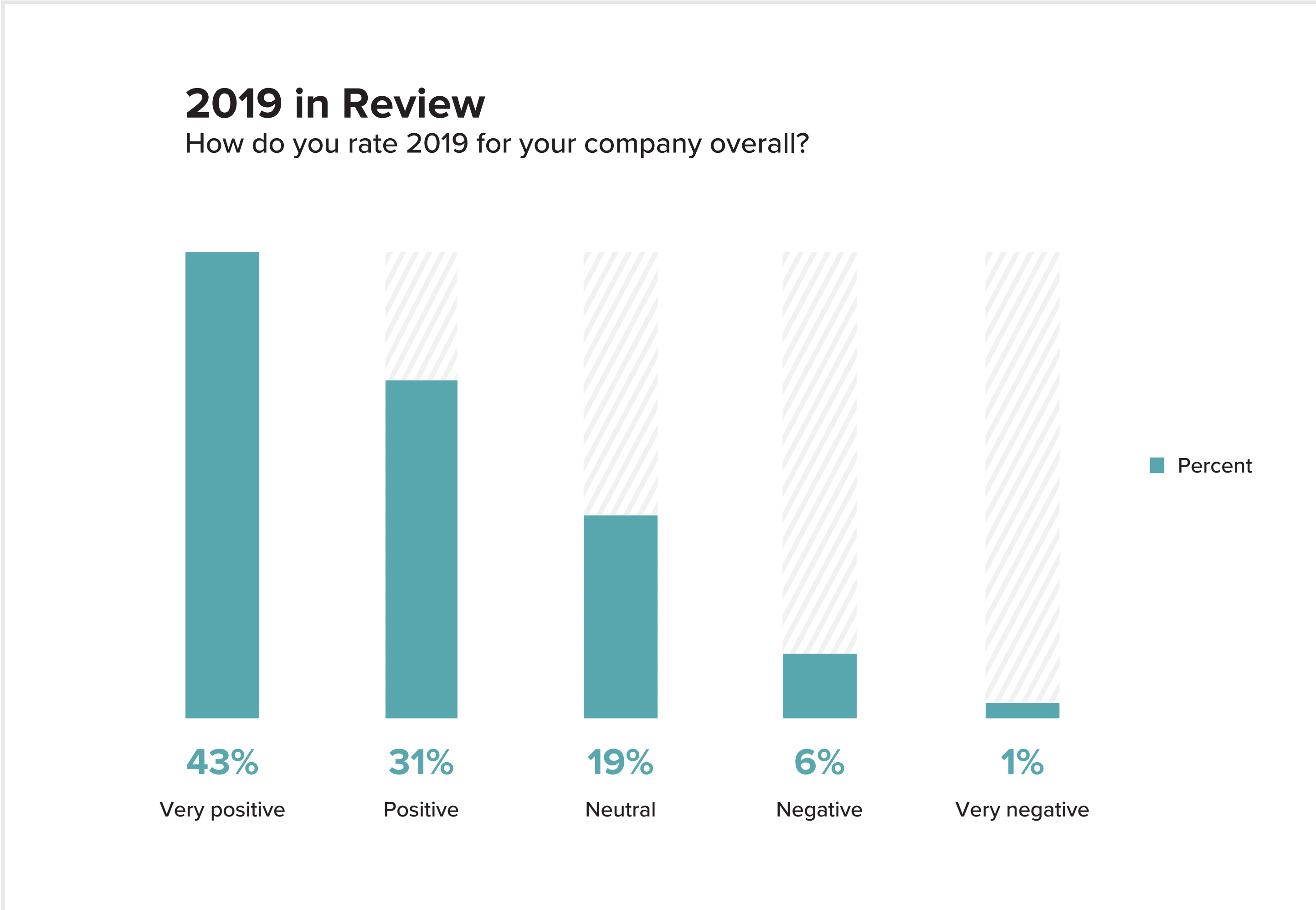
All in all, our survey points to a solid year ahead for U.S. companies with revenue under $500 million. Firms on the smaller end of the spectrum are squarely set on making their customers happy and investing carefully to do so. Larger firms, in the $10 million to $50 million range, show more concern for investing in their own corporate structures. They're outgrowing the systems and processes that got them to that size and are reinvesting to address those growing pains.

Universally, finance departments are intent on using the data they have more effectively. In smaller companies, it's a matter of understanding how money is spent and where growth opportunities lie.

For larger companies, the challenge is in finding ways to get an accurate, normalized view of the business across product lines and geographies. These larger firms are much more concerned with controlling spending, but they have to understand how spending works across the company to be strategic about those controls.

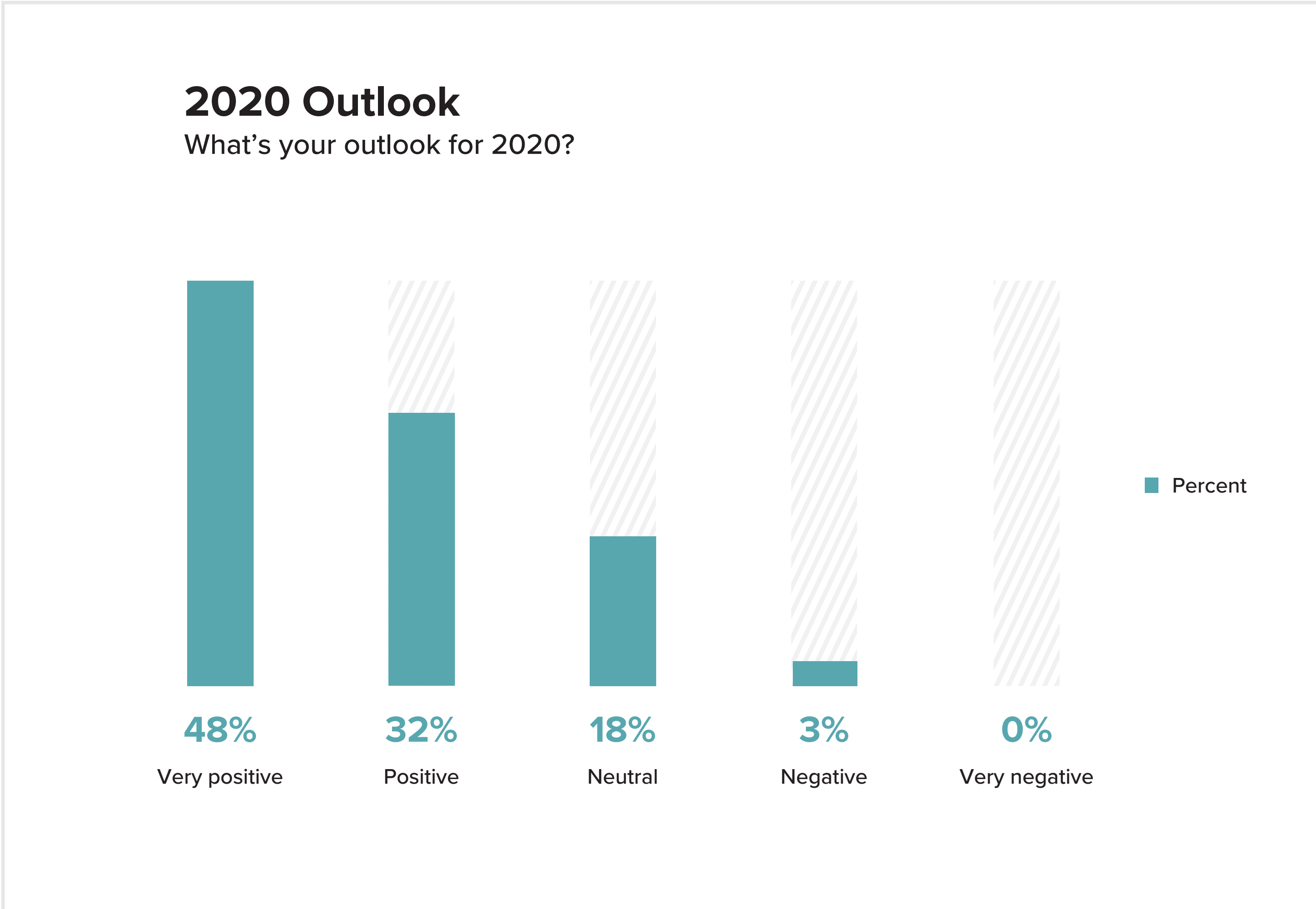
Finally, if you largely believe that the headlines du jour aren't important to how your business runs, take heart. You aren't wrong, and you aren't alone. If you can take reasonable steps to be a better steward of resources, by all means you should. But spending time concentrating on attracting and keeping great employees will likely provide a significantly better payoff.

Figure 1: How do you rate 2019 for your company overall?



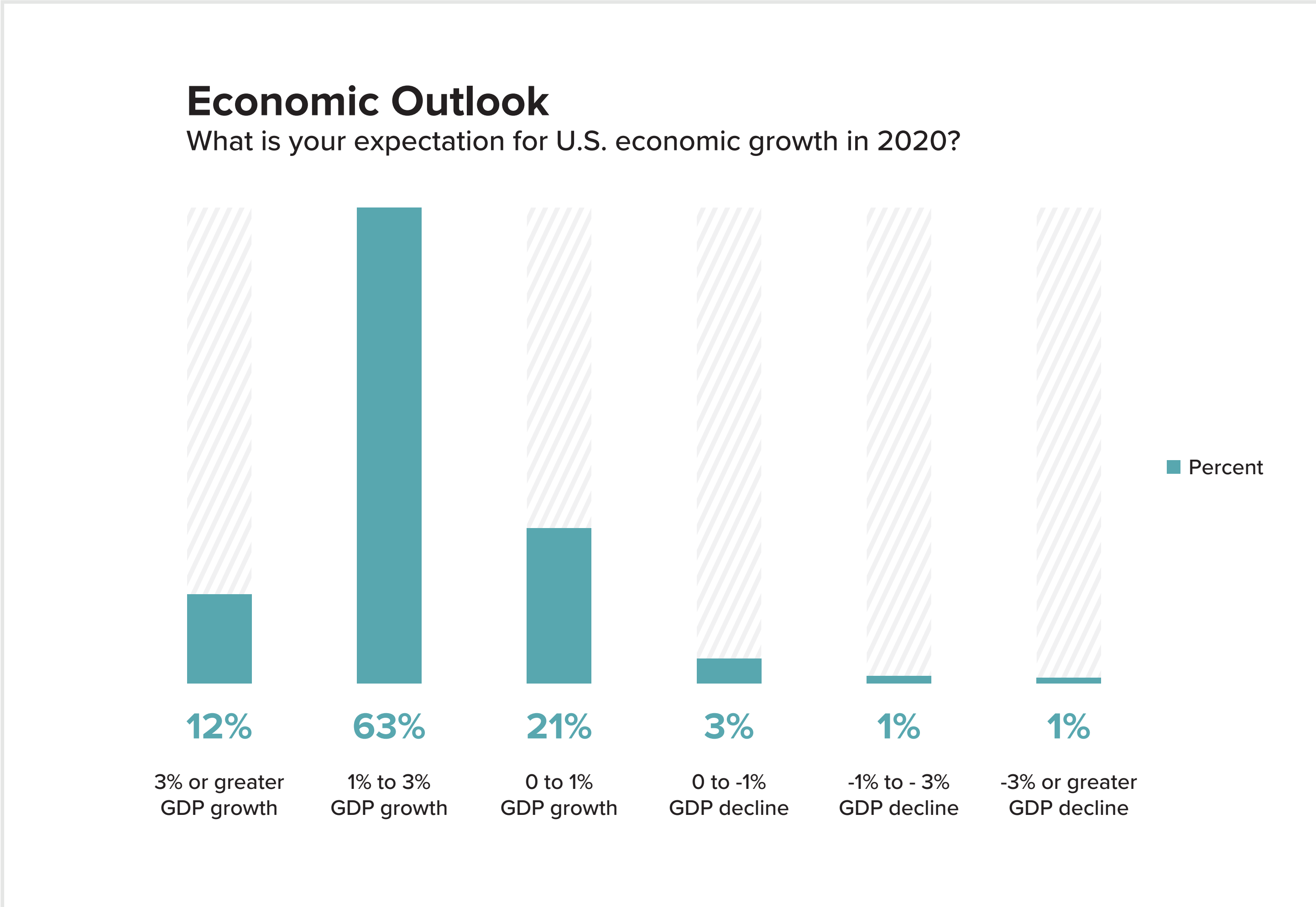
Data: NetSuite Brainyard Winter 2020 Executive Outlook Survey Respondents: 361

Figure 2: What's your outlook for 2020?



Data: NetSuite Brainyard Winter 2020 Executive Outlook Survey   Respondents: 361
Values may not add up to 100% due to rounding.

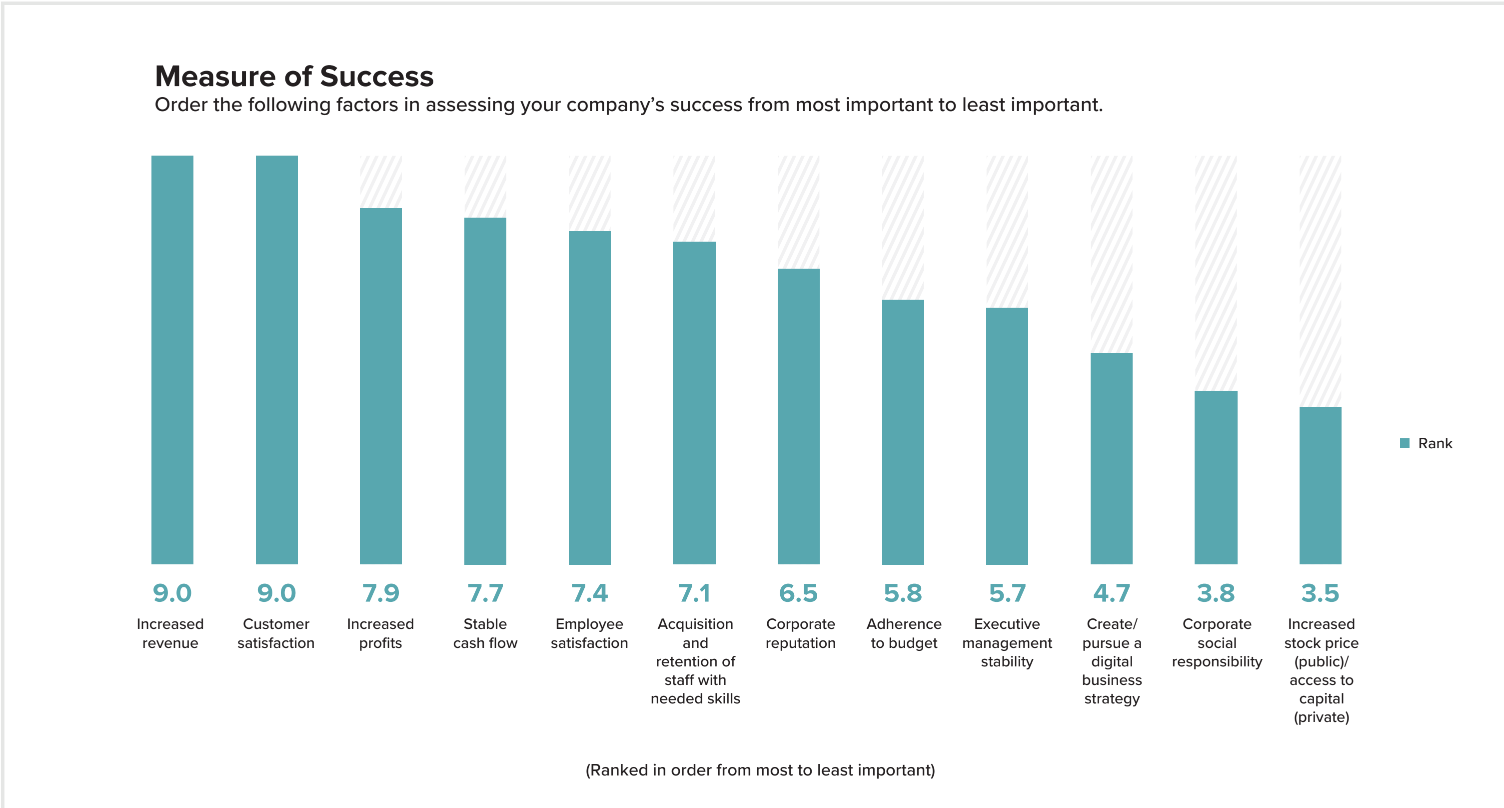
Figure 3: What is your expectation for U.S. economic growth in 2020?



Data: NetSuite Brainyard Winter 2020 Executive Outlook Survey   Respondents: 361

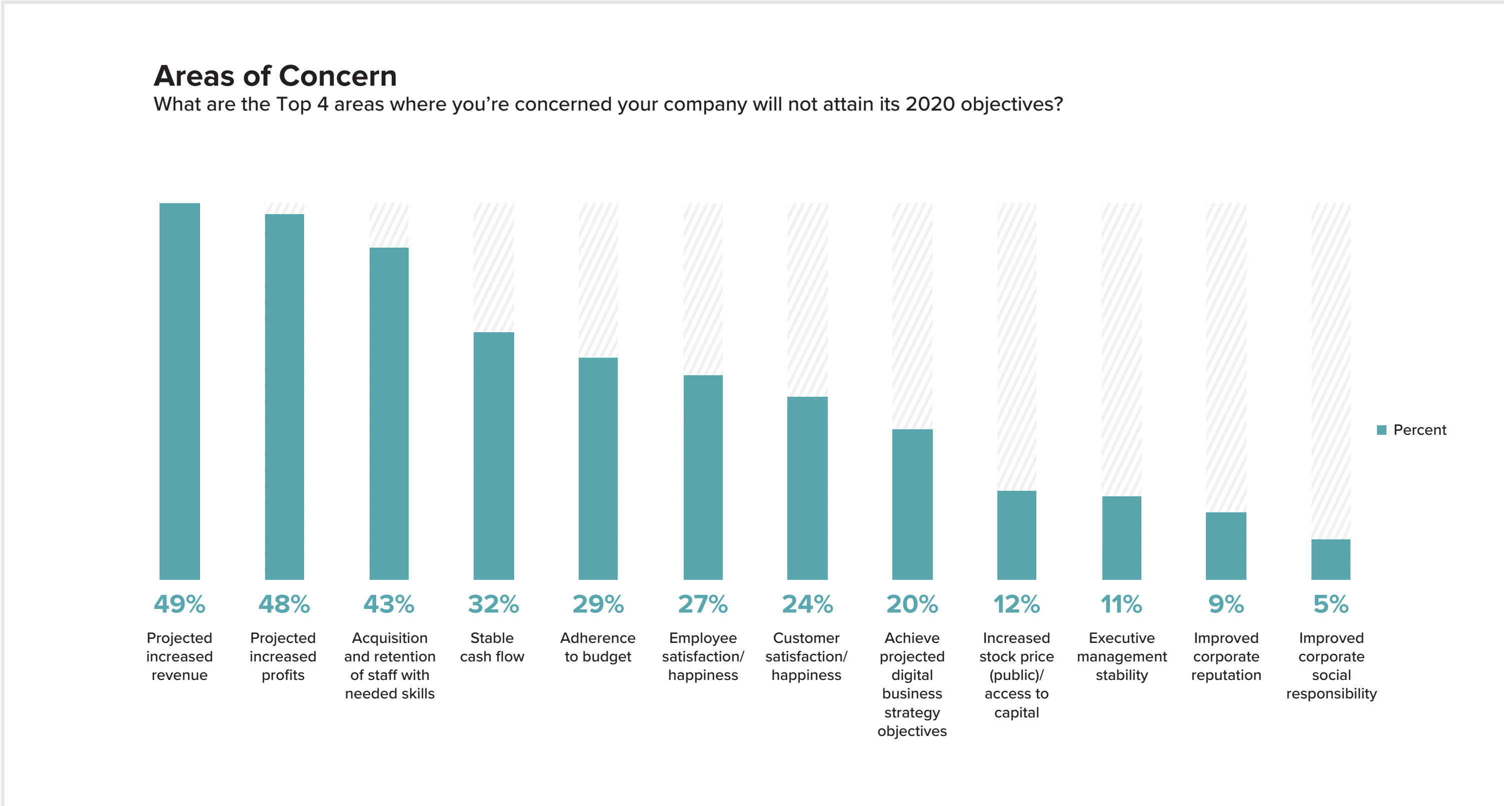
Values may not add up to 100% due to rounding.

Figure 4: Order the following factors in assessing your company's success from most important to least important.



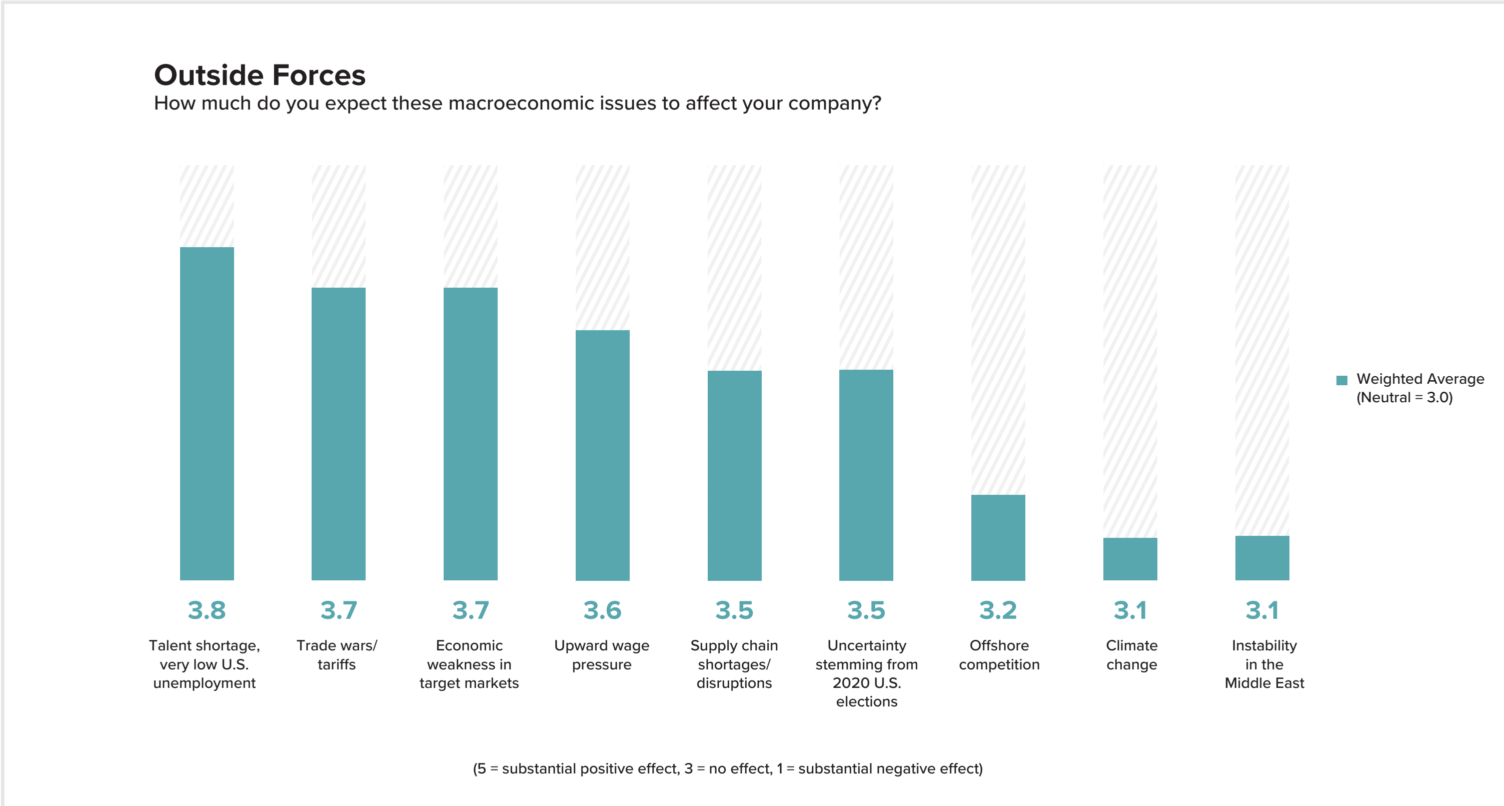
Data: NetSuite Brainyard Winter 2020 Executive Outlook Survey Respondents: 361

Figure 5: What are the top 4 areas where you're concerned your company will not attain its 2020 objectives?



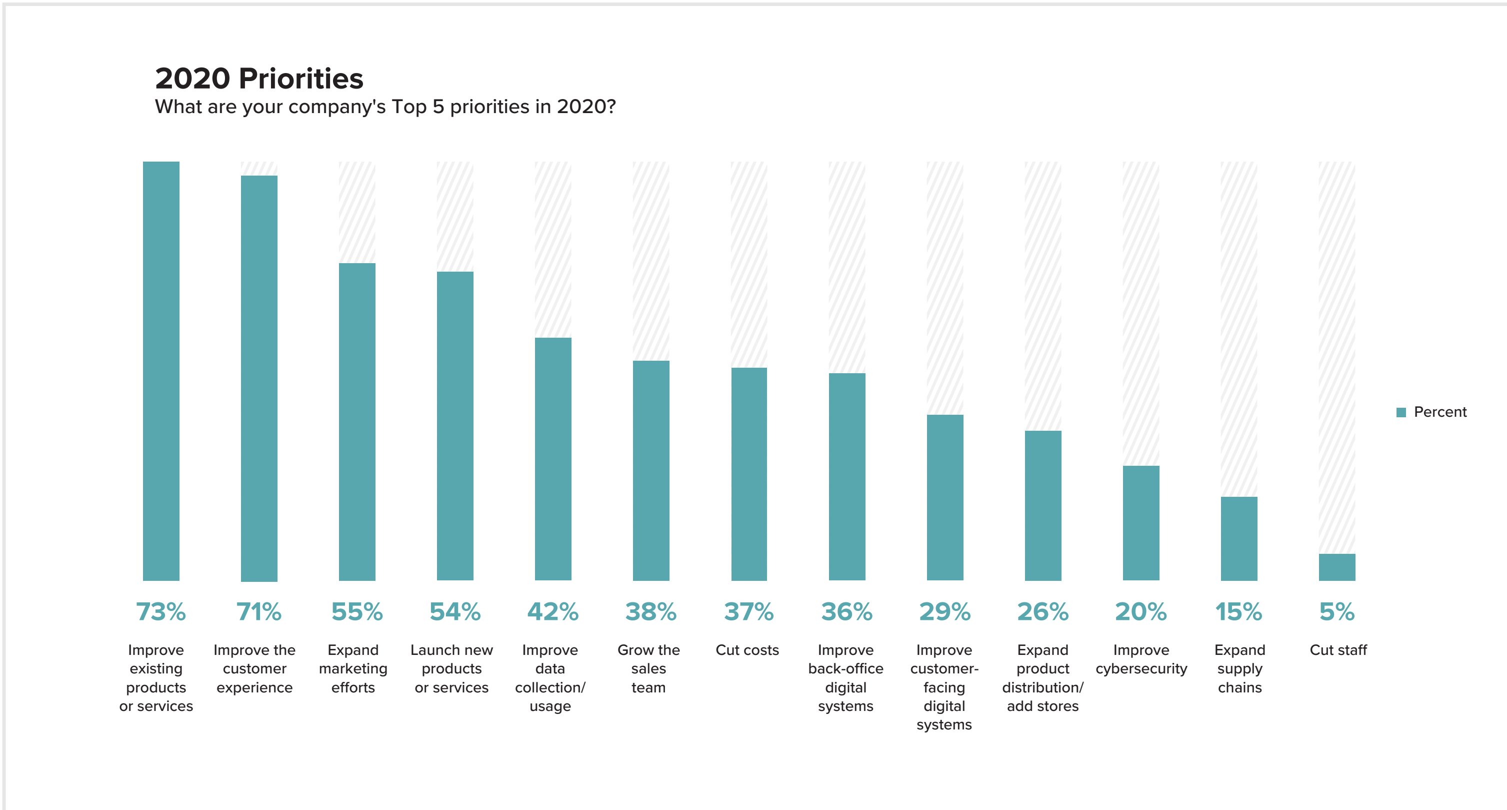
Data: NetSuite Brainyard Winter 2020 Executive Outlook Survey   Respondents: 361

Figure 6: How much do you expect these macroeconomic issues to affect your company?



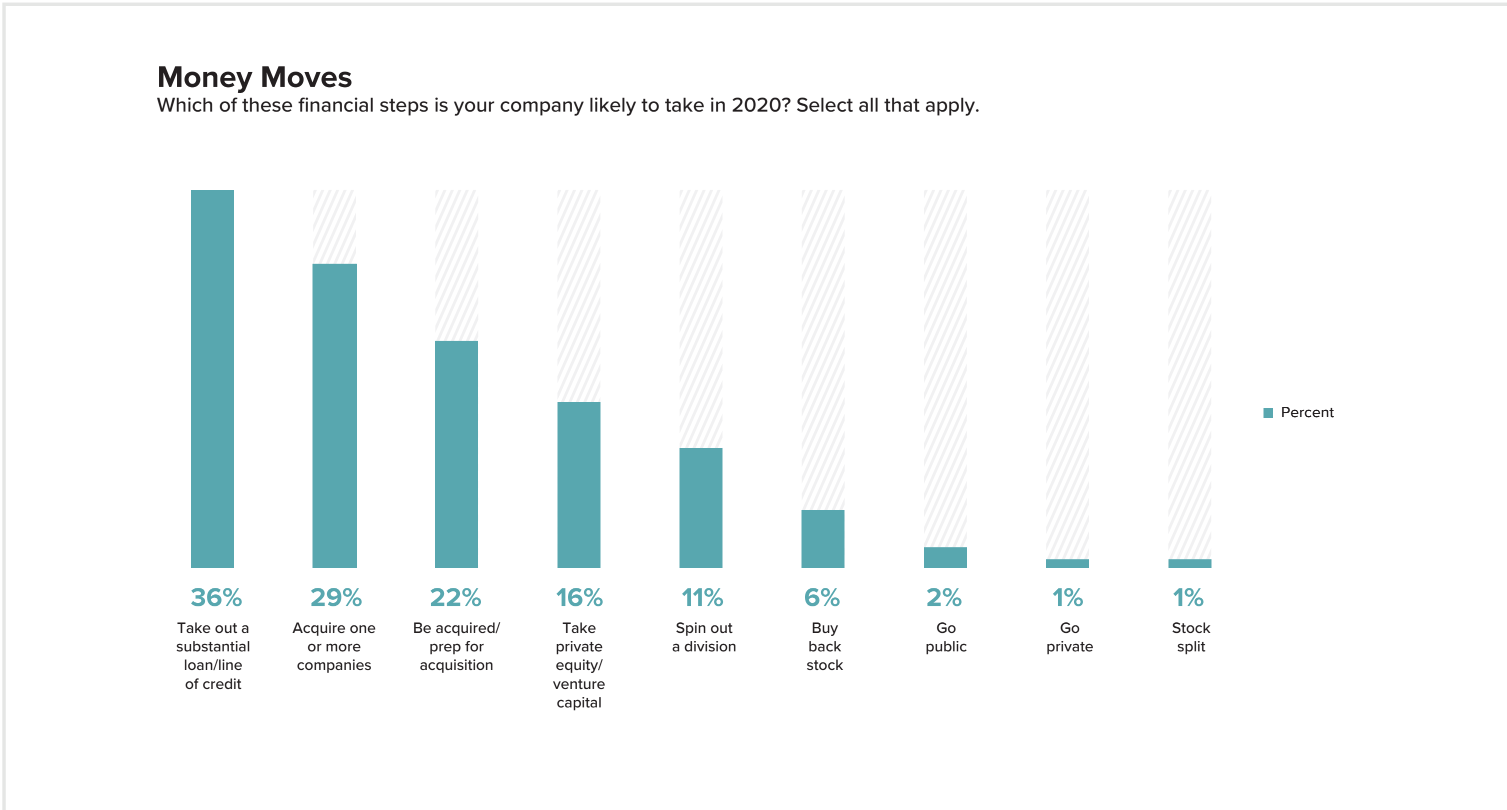
Data: NetSuite Brainyard Winter 2020 Executive Outlook Survey   Respondents: 361

Figure 7: What are your company's Top 5 priorities in 2020?



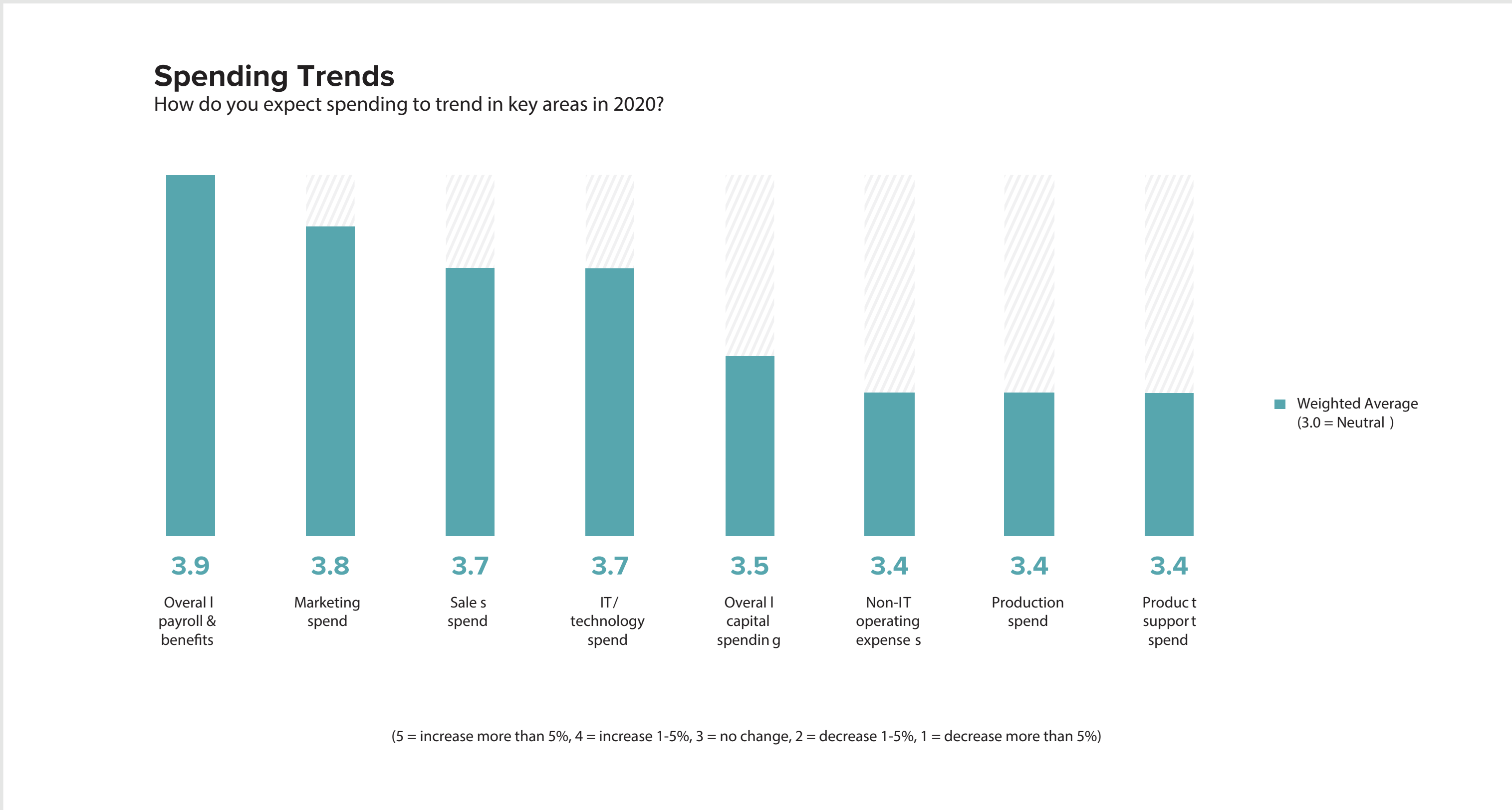
Data: NetSuite Brainyard Winter 2020 Executive Outlook Survey   Respondents: 361

Figure 8: Which of these financial steps is your company likely to take in 2020? Select all that apply.



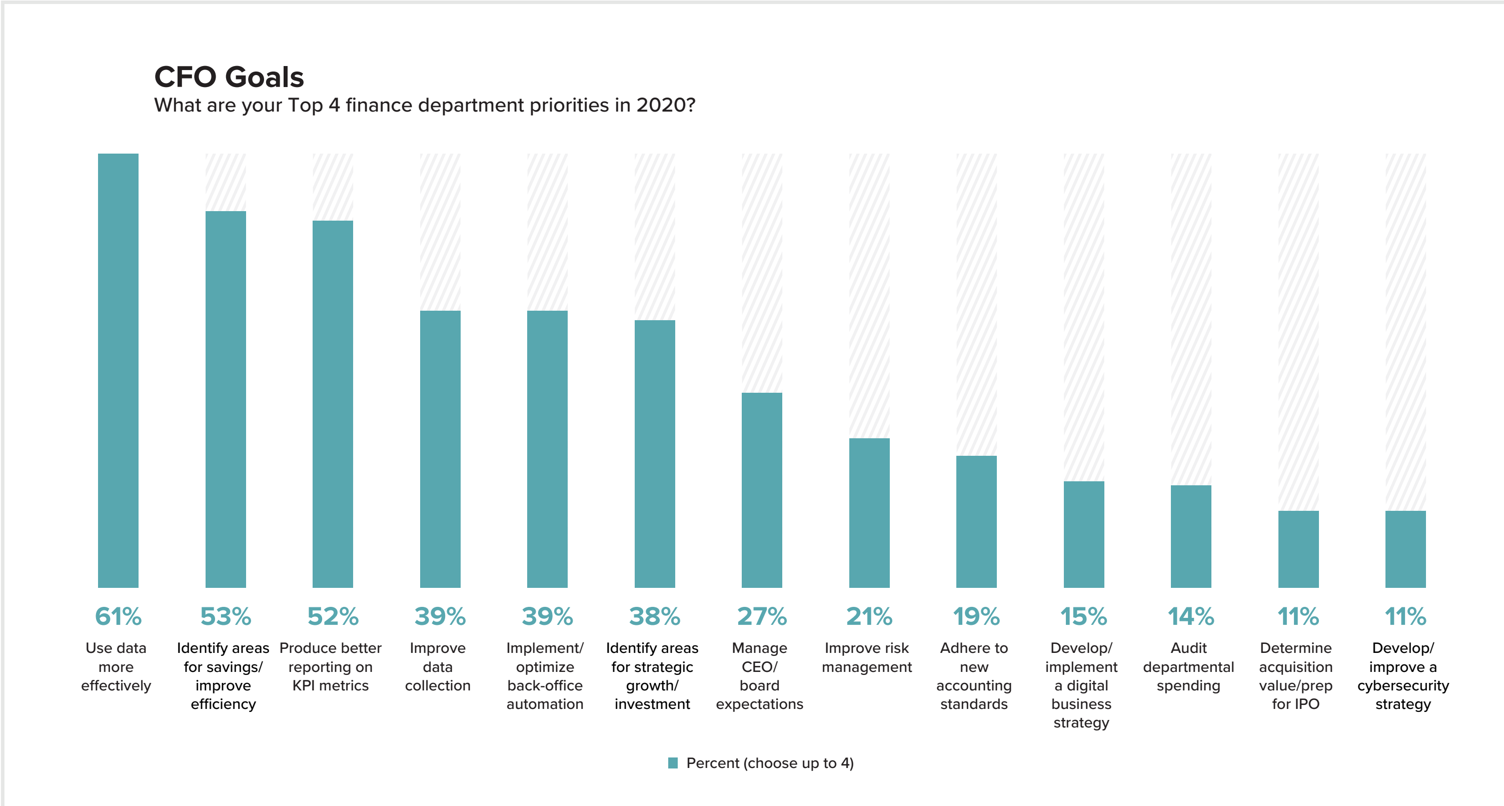
Data: NetSuite Brainyard Winter 2020 Executive Outlook Survey Respondents: 361

Figure 9: How do you expect spending to trend in key areas in 2020?



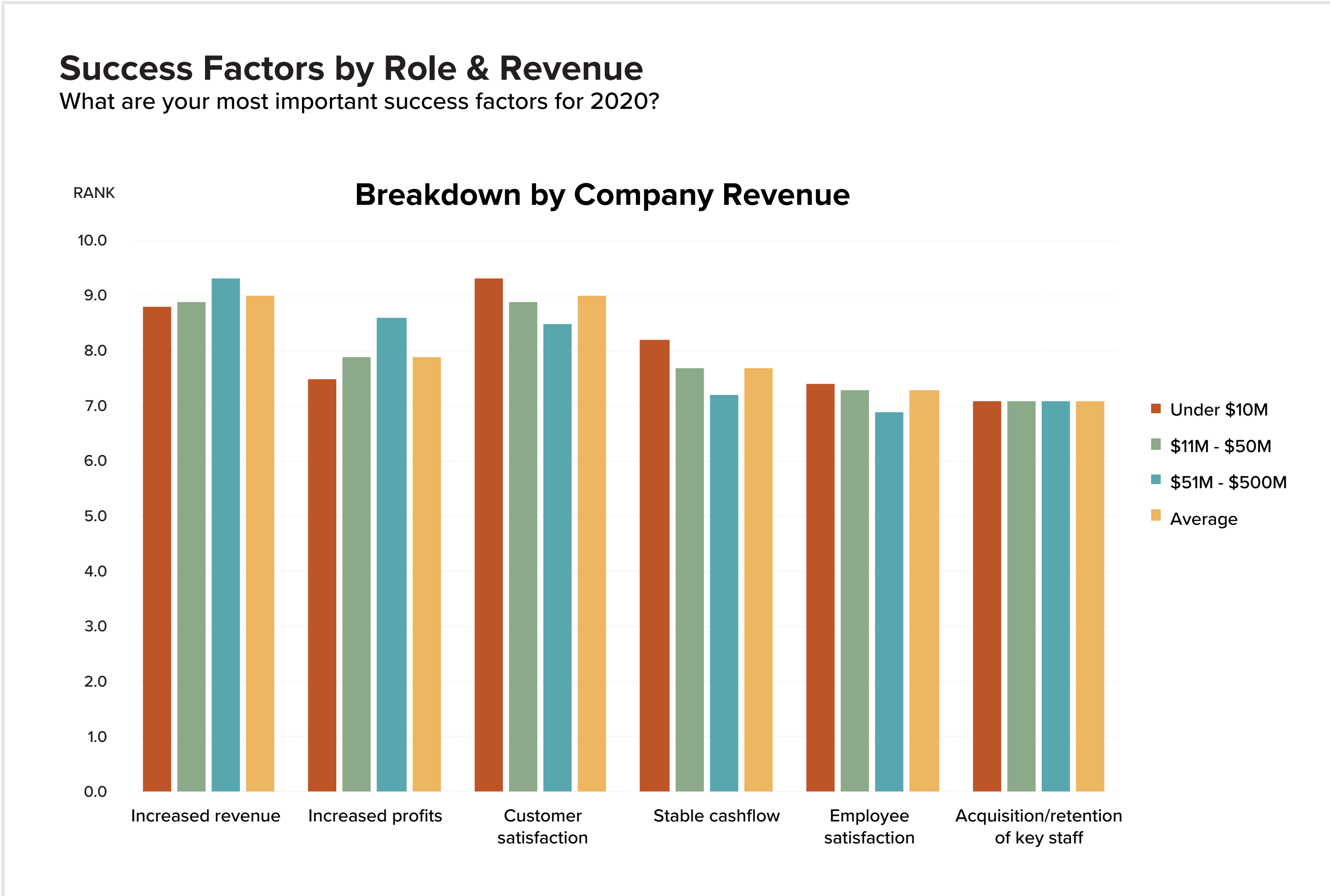
Data: NetSuite Brainyard Winter 2020 Executive Outlook Survey Respondents: 36 1

Figure 10: What are your Top 4 finance department priorities in 2020?



Data: NetSuite Brainyard Winter 2020 Executive Outlook Survey   Respondents: 361

Figure 11a: What are your most important success factors for 2020? Breakdown by company revenue.



Data: NetSuite Brainyard Winter 2020 Executive Outlook Survey   Respondents: 361

Figure 11b: What are your most important success factors for 2020? Breakdown by role.

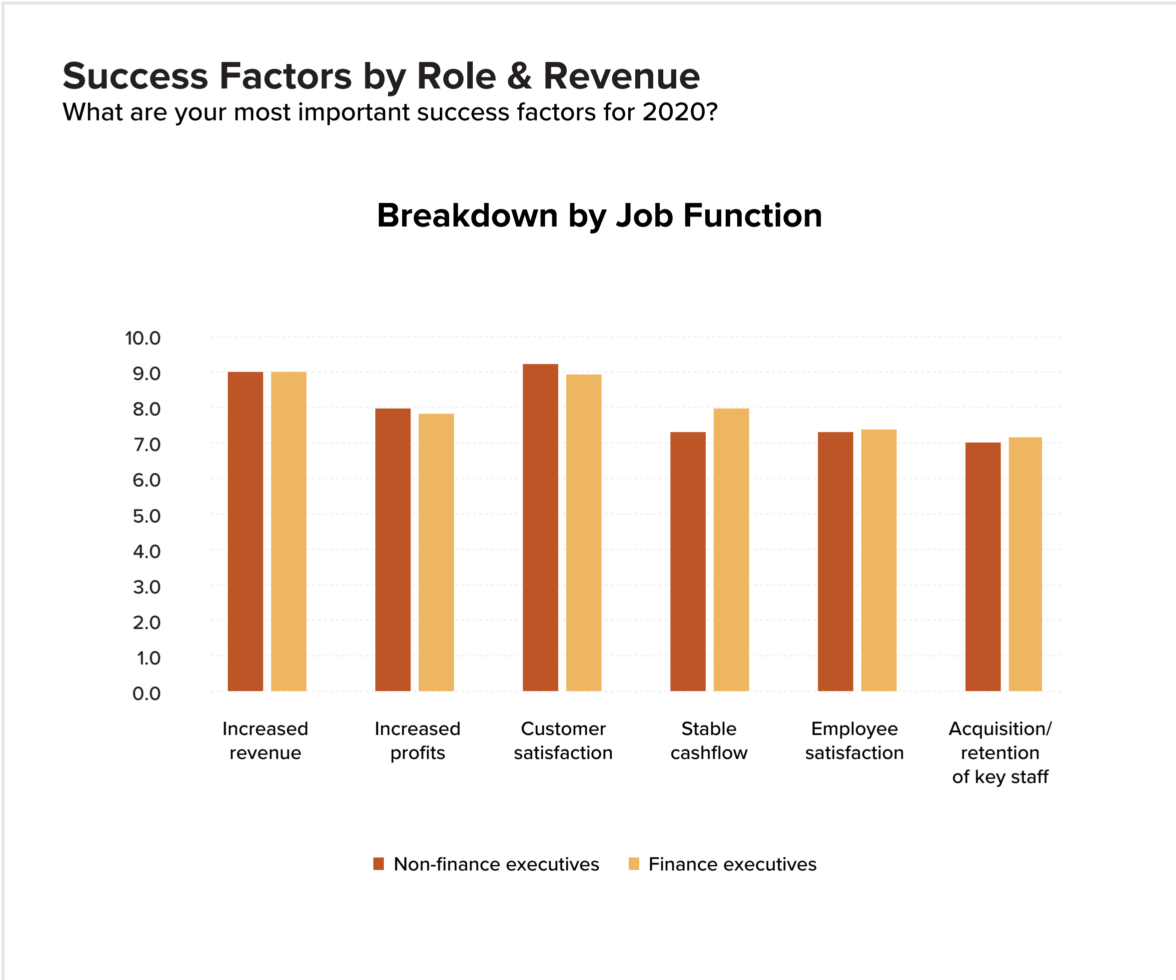
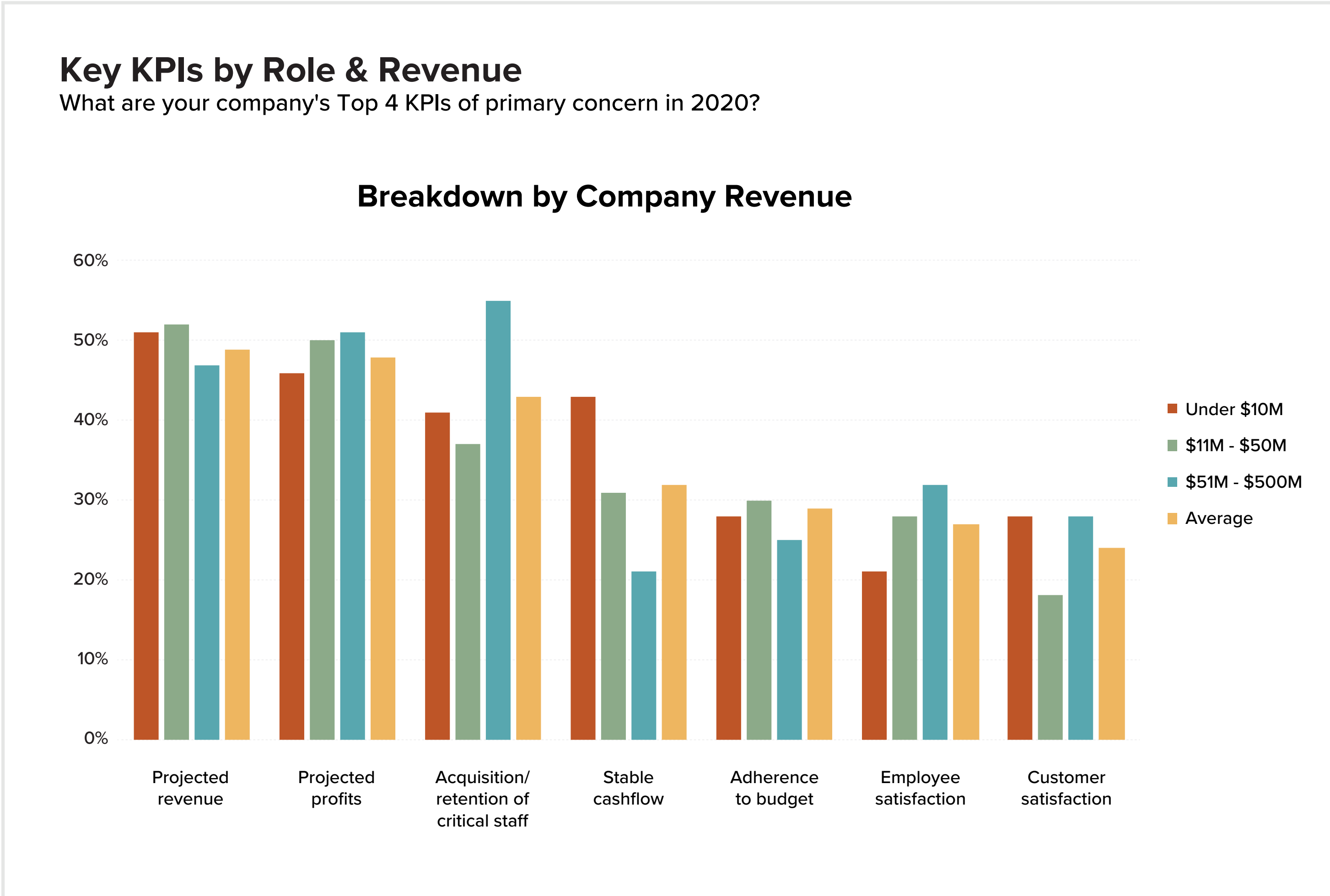


Figure 12a: What are your company’s Top 4 KPIs of primary concern in 2020? Breakdown by company revenue.



Data: NetSuite Brainyard Winter 2020 Executive Outlook Survey   Respondents: 361

Figure 12b: What are your company's Top 4 KPIs of primary concern in 2020? Breakdown by job function.

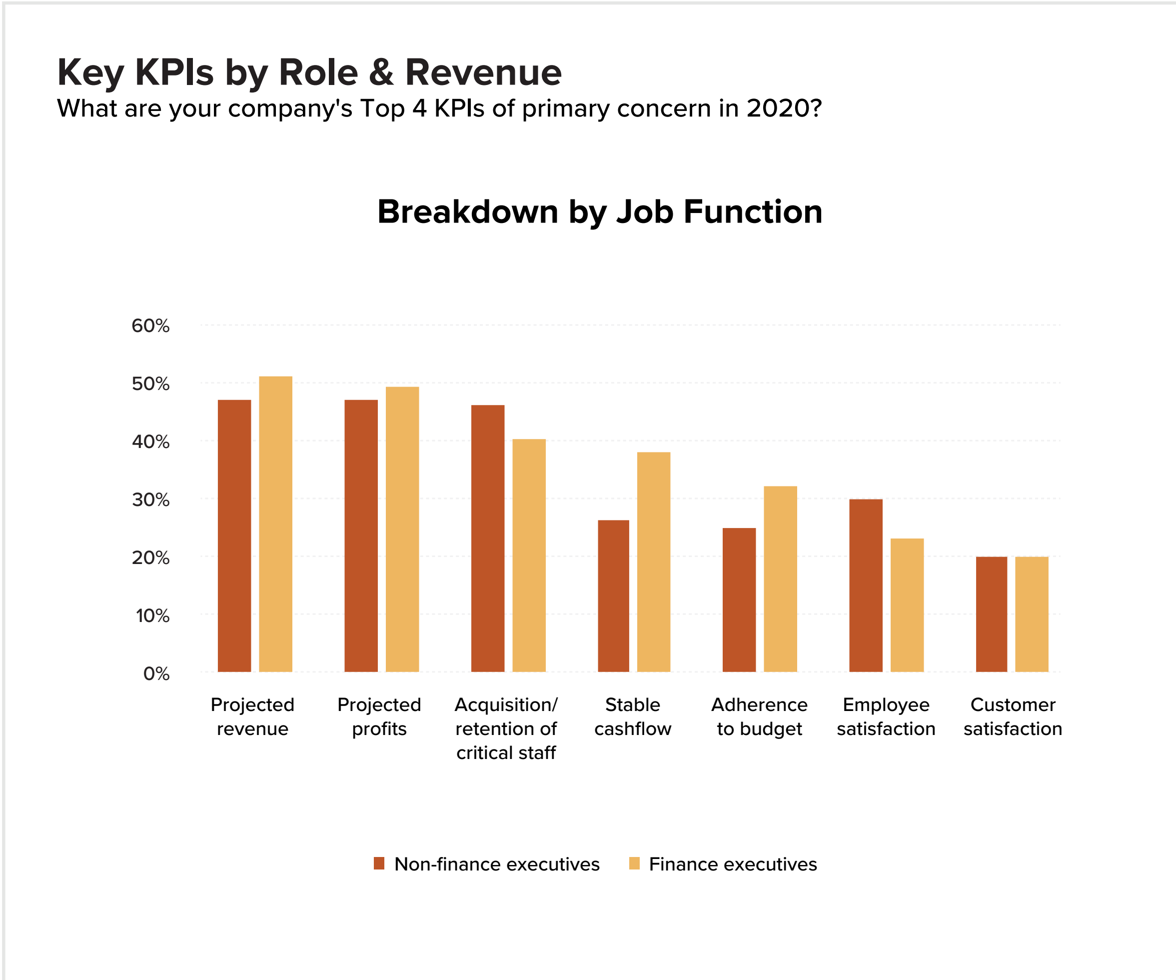
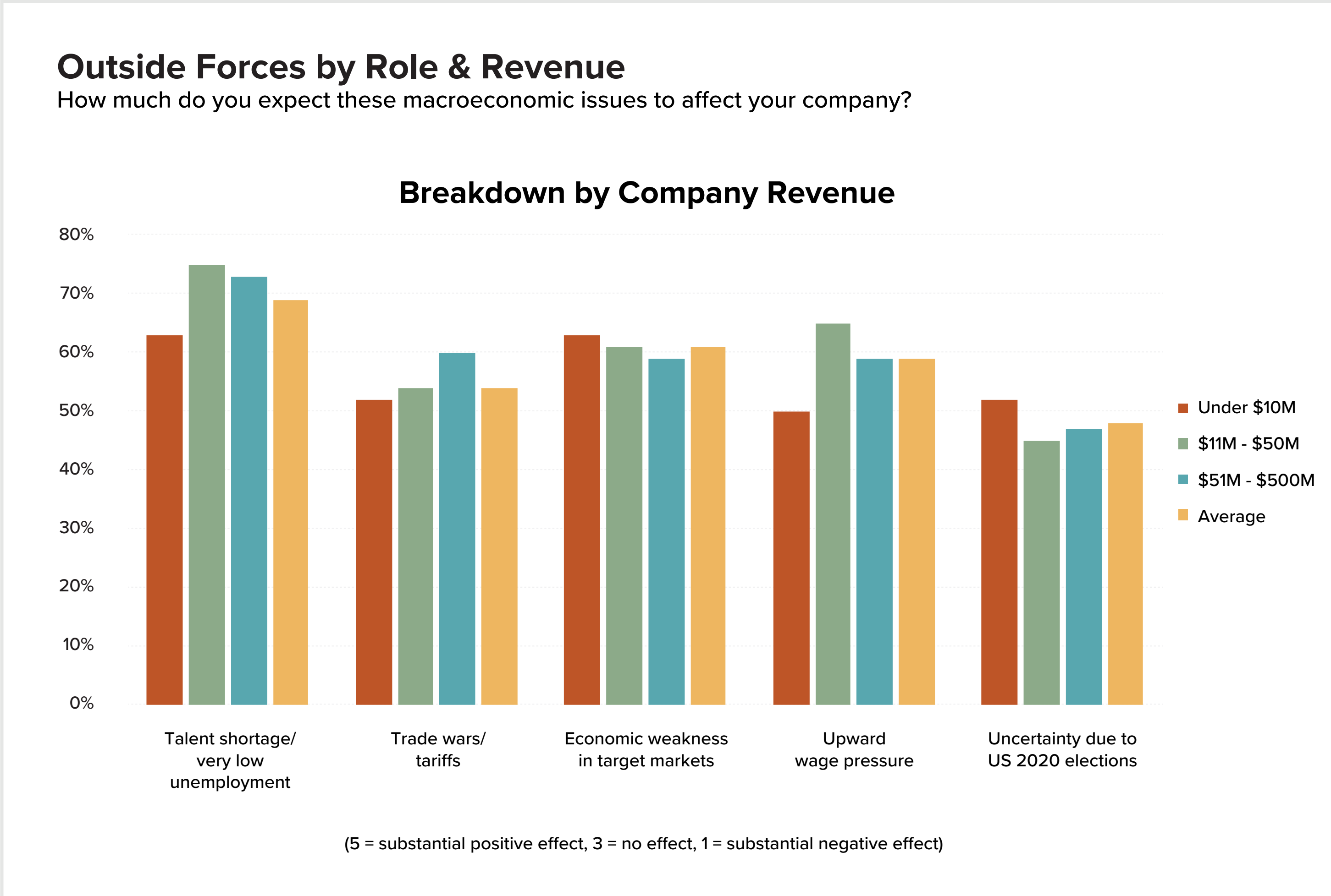


Figure 13a: How much do you expect these macroeconomic issues to affect your company? Breakdown by company revenue.



Data: NetSuite Brainyard Winter 2020 Executive Outlook Survey   Respondents: 361

Figure 13b: How much do you expect these macroeconomic issues to affect your company? Breakdown by role.

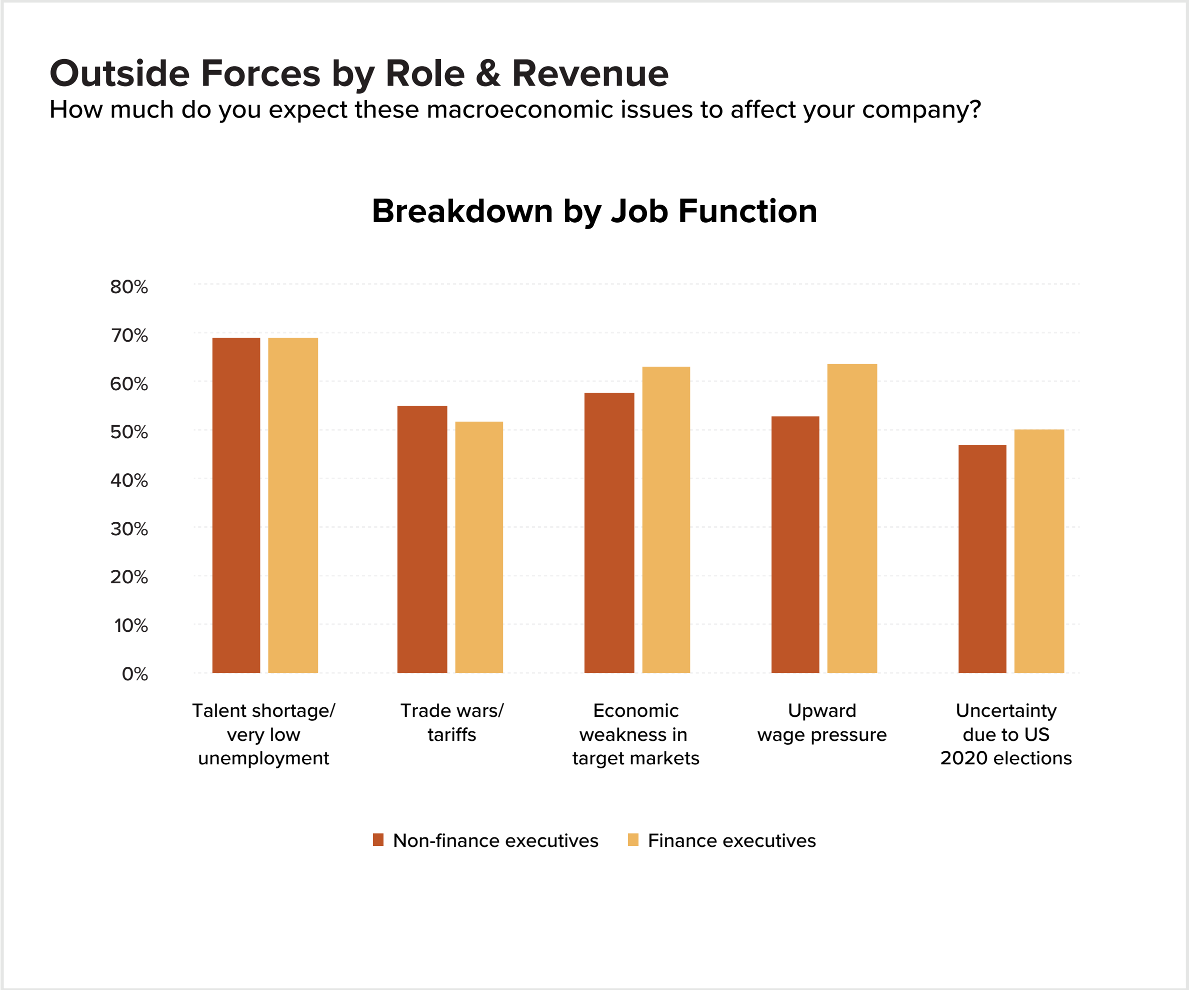
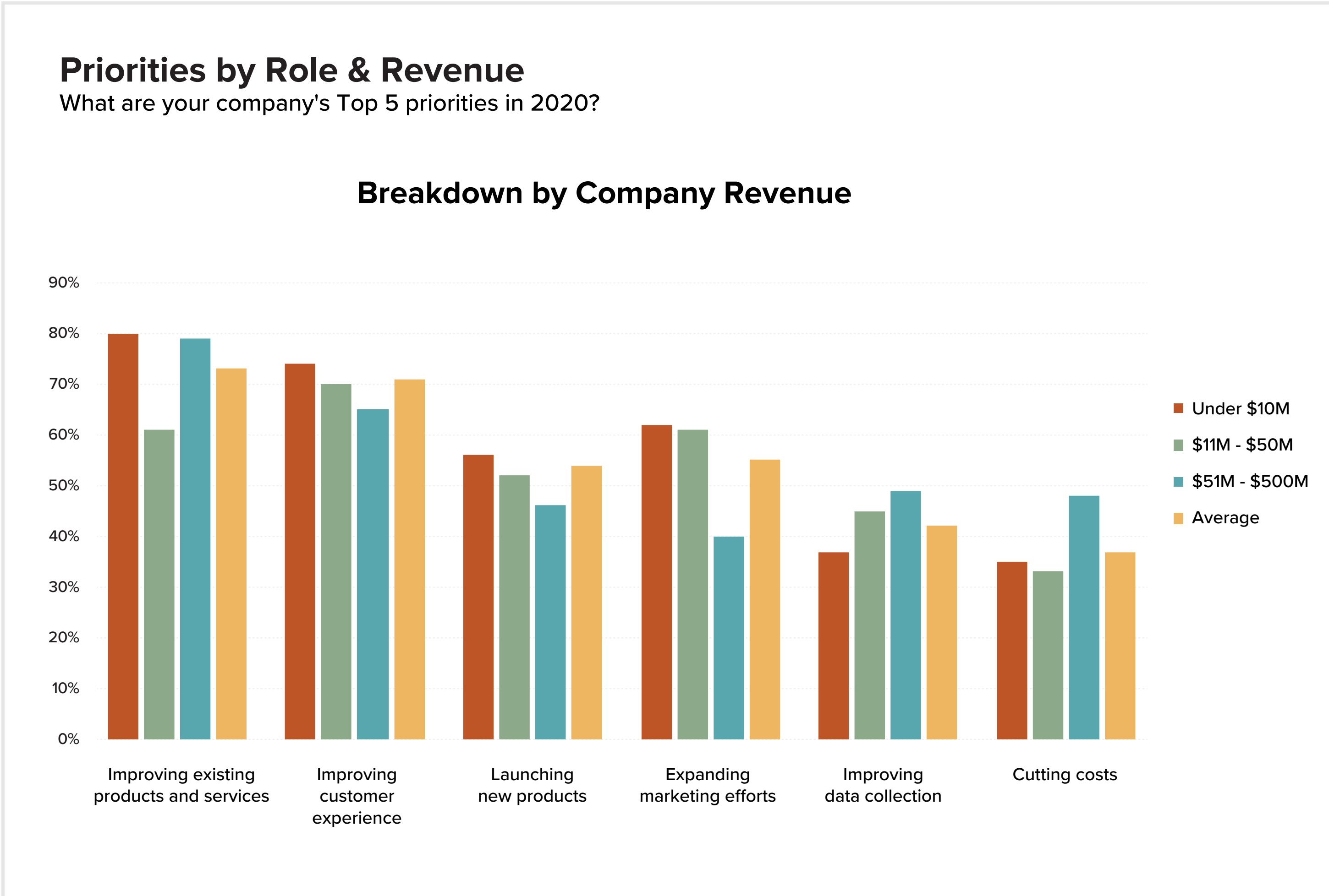


Figure 14a: What are your company's Top 5 priorities in 2020? Breakdown by company revenue.



Data: NetSuite Brainyard Winter 2020 Executive Outlook Survey   Respondents: 361

Figure 14b: What are your company's Top 5 priorities in 2020? Breakdown by role.

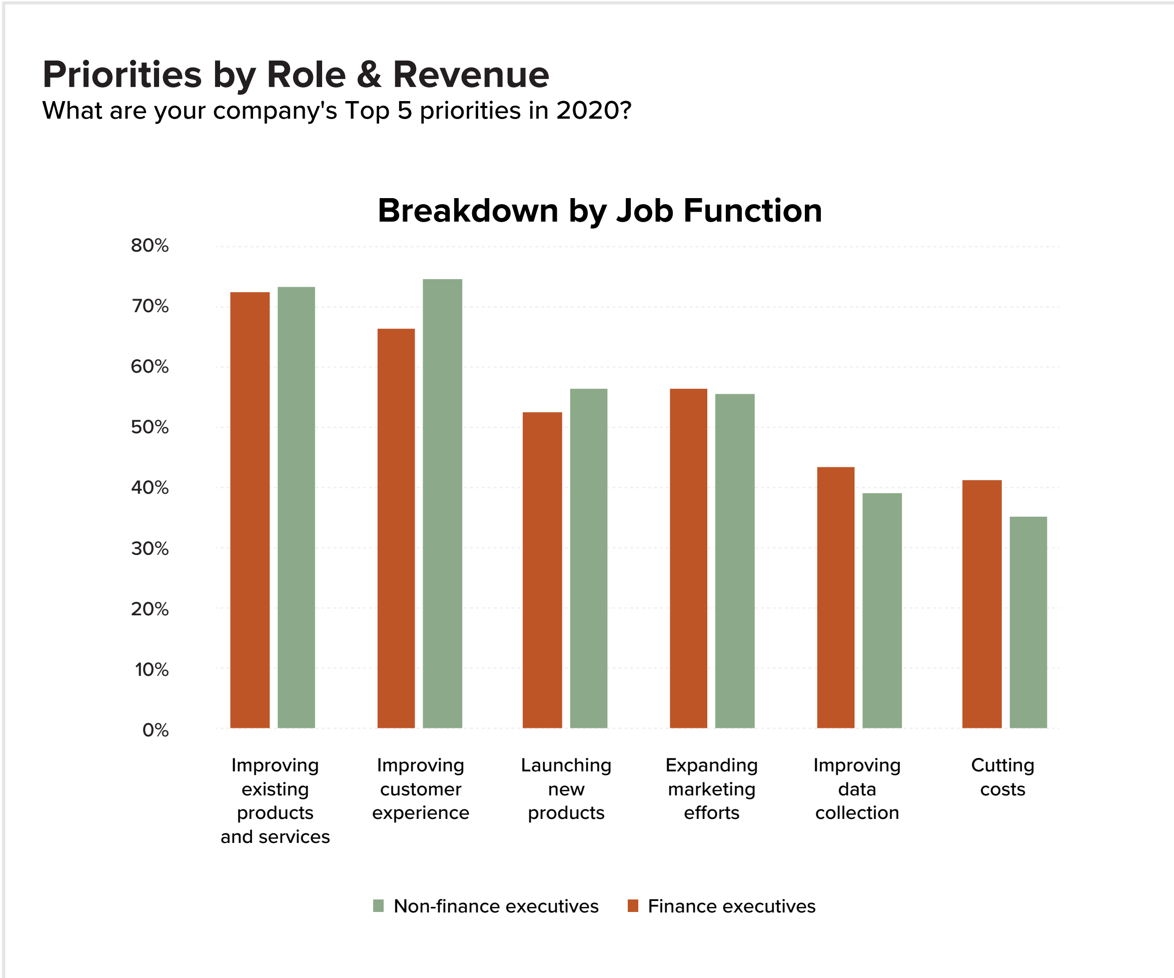
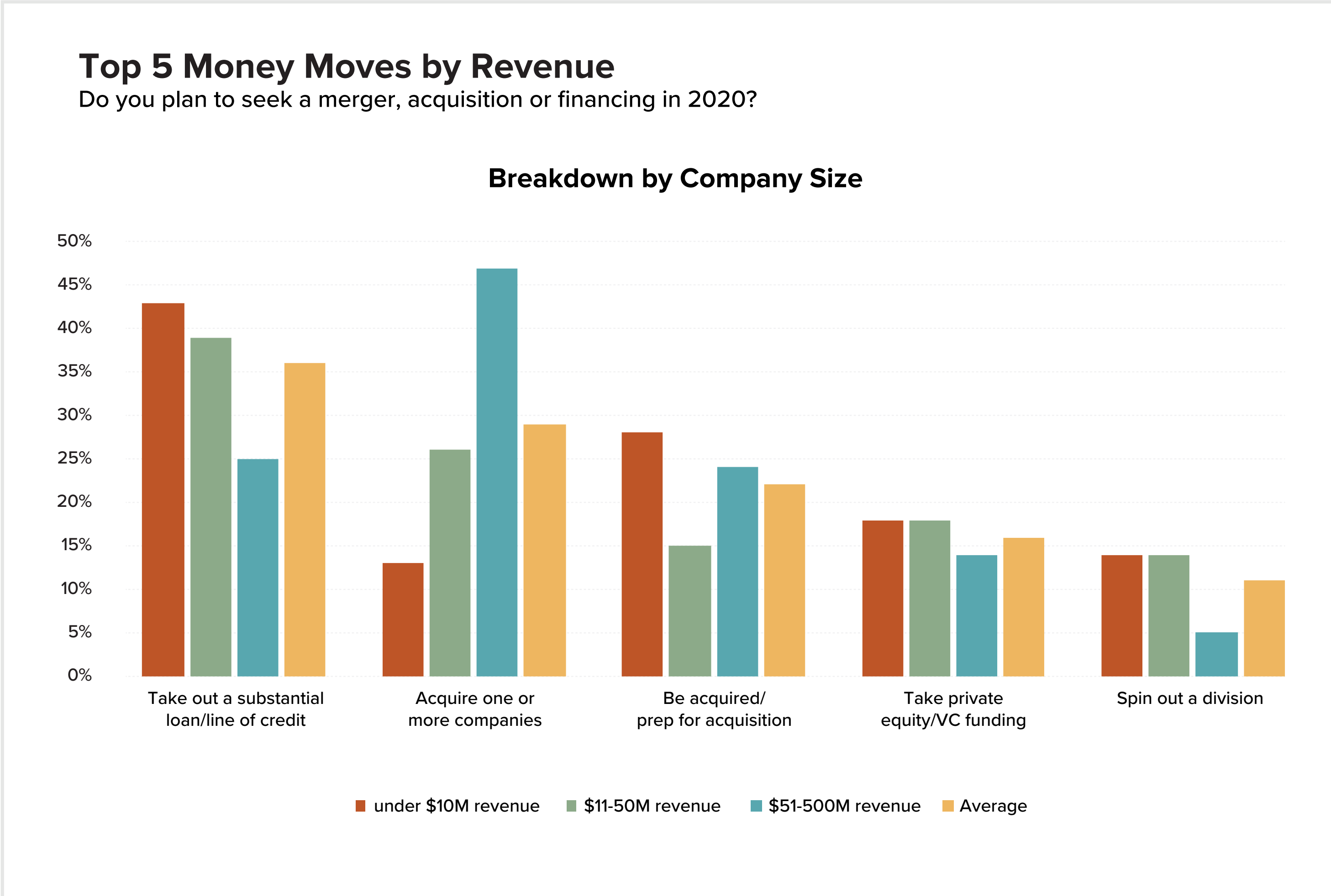
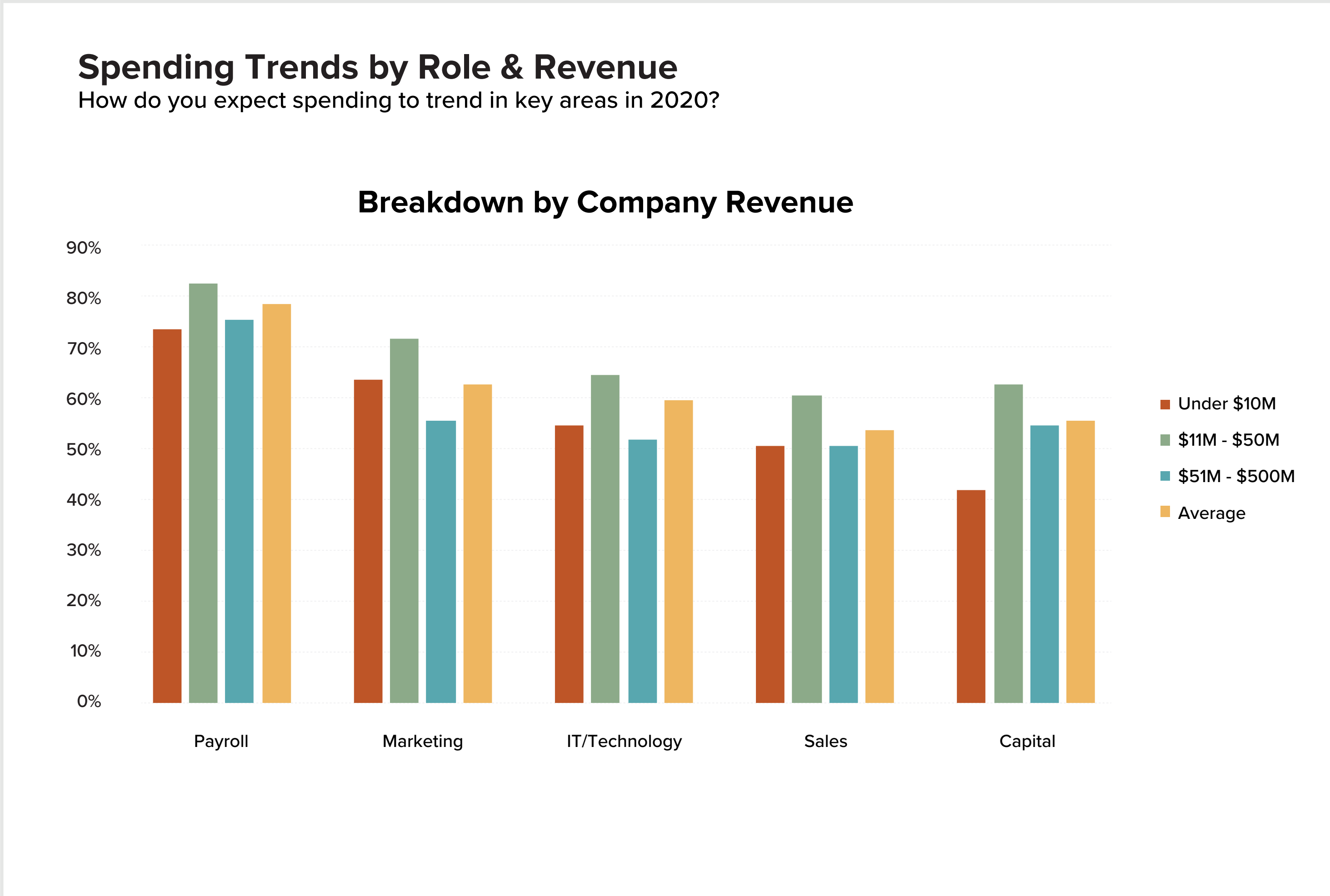


Figure 15: Do you plan to seek a merger, acquisition or financing in 2020?



Data: NetSuite Brainyard Winter 2020 Executive Outlook Survey Respondents: 361

Figure 16a: How do you expect spending to trend in key areas in 2020? Breakdown by company revenue.



Data: NetSuite Brainyard Winter 2020 Executive Outlook Survey   Respondents: 361

Figure 16b: How do you expect spending to trend in key areas in 2020? Breakdown by role.

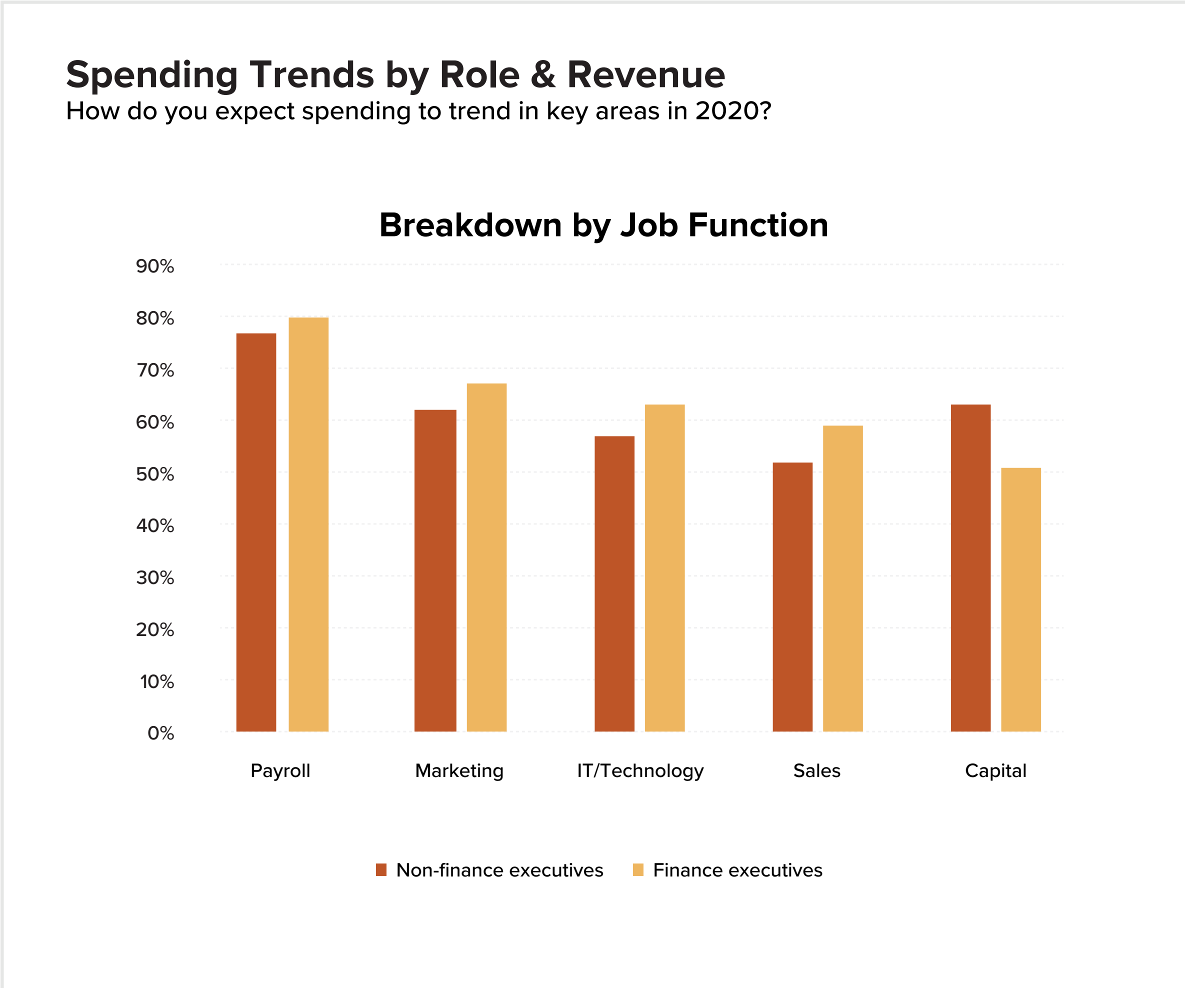
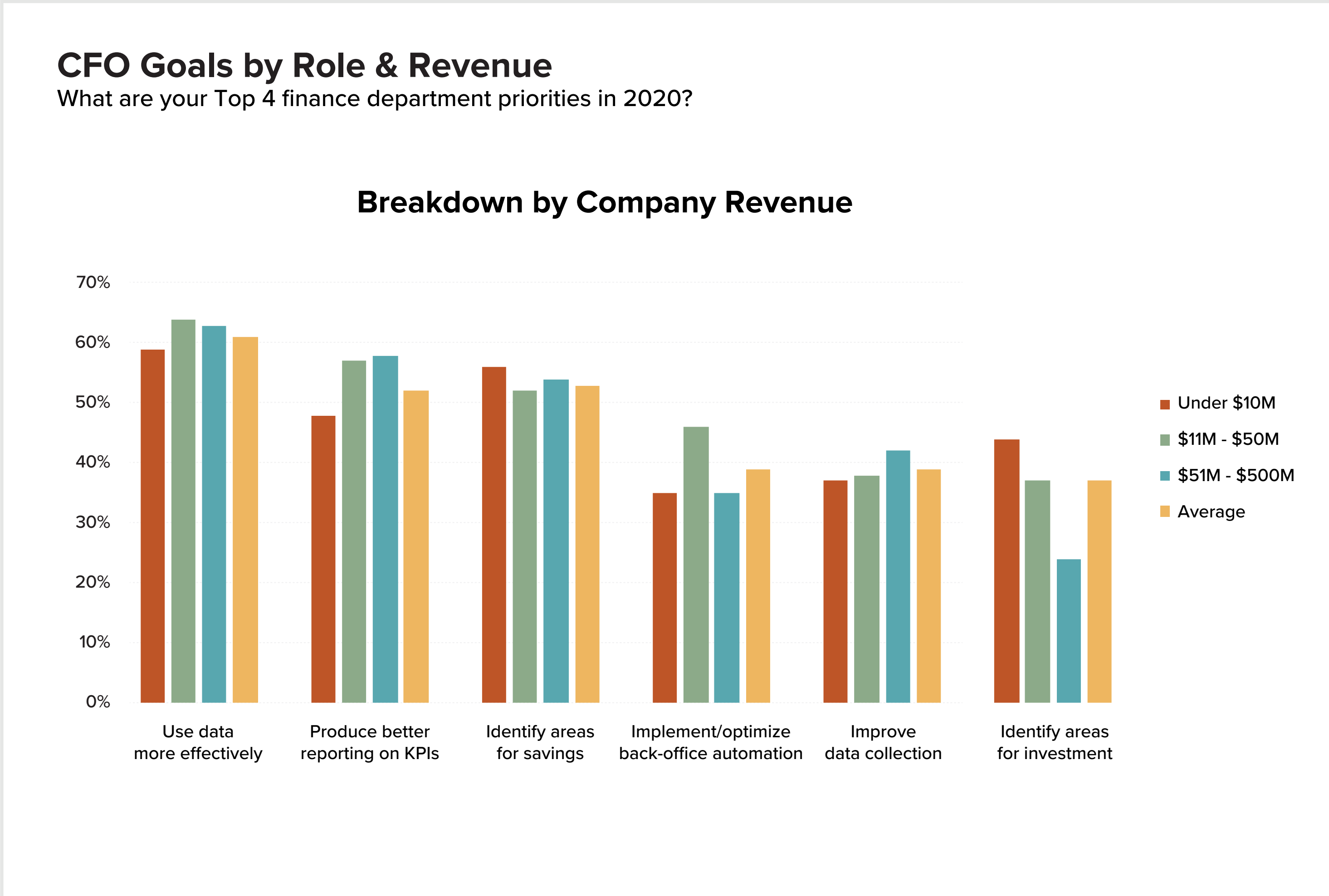


Figure 17a: What are your Top 4 finance department priorities in 2020? Breakdown by company revenue.



Data: NetSuite Brainyard Winter 2020 Executive Outlook Survey   Respondents: 361

Figure 17b: What are your Top 4 finance department priorities in 2020? Breakdown by role.

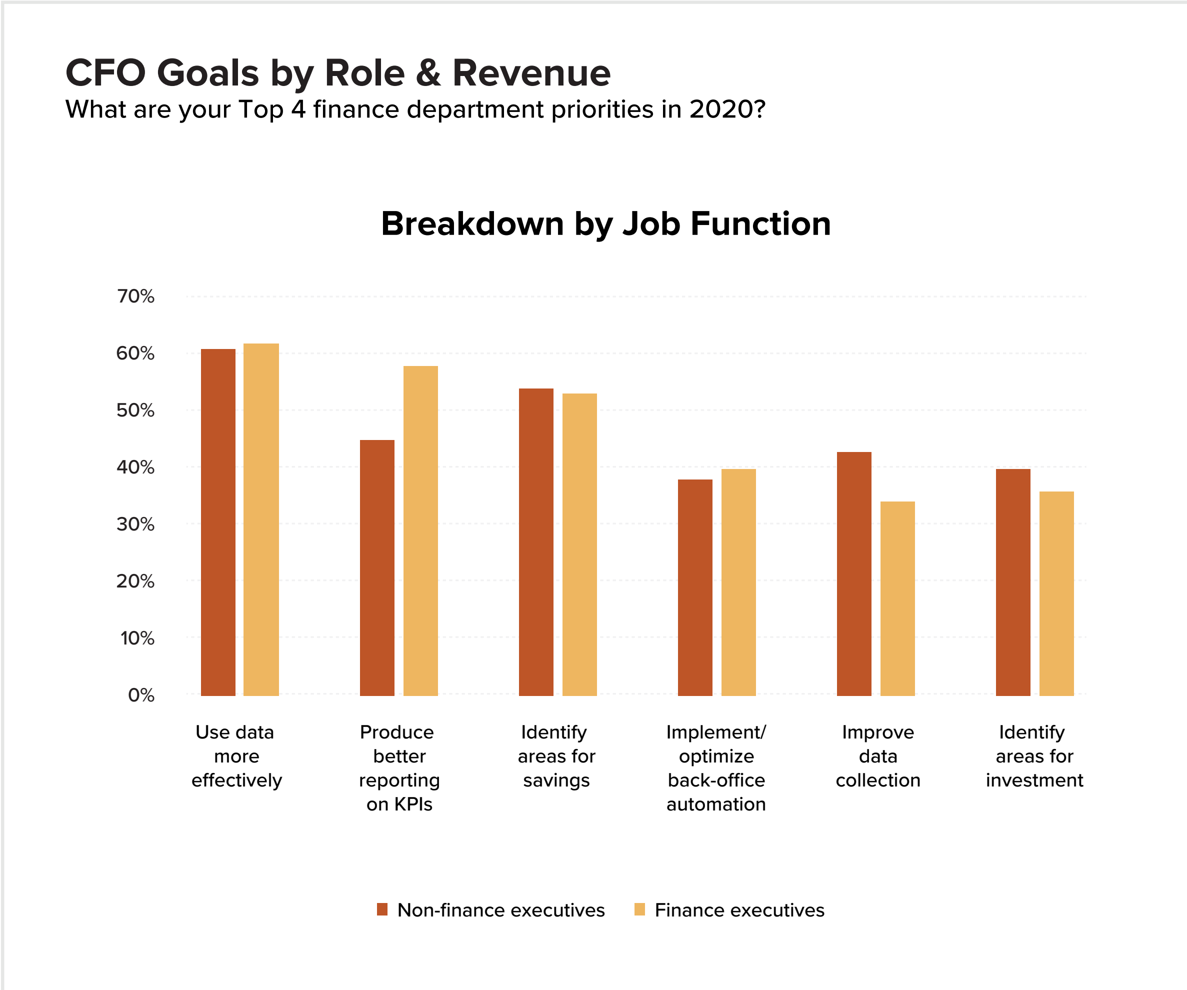
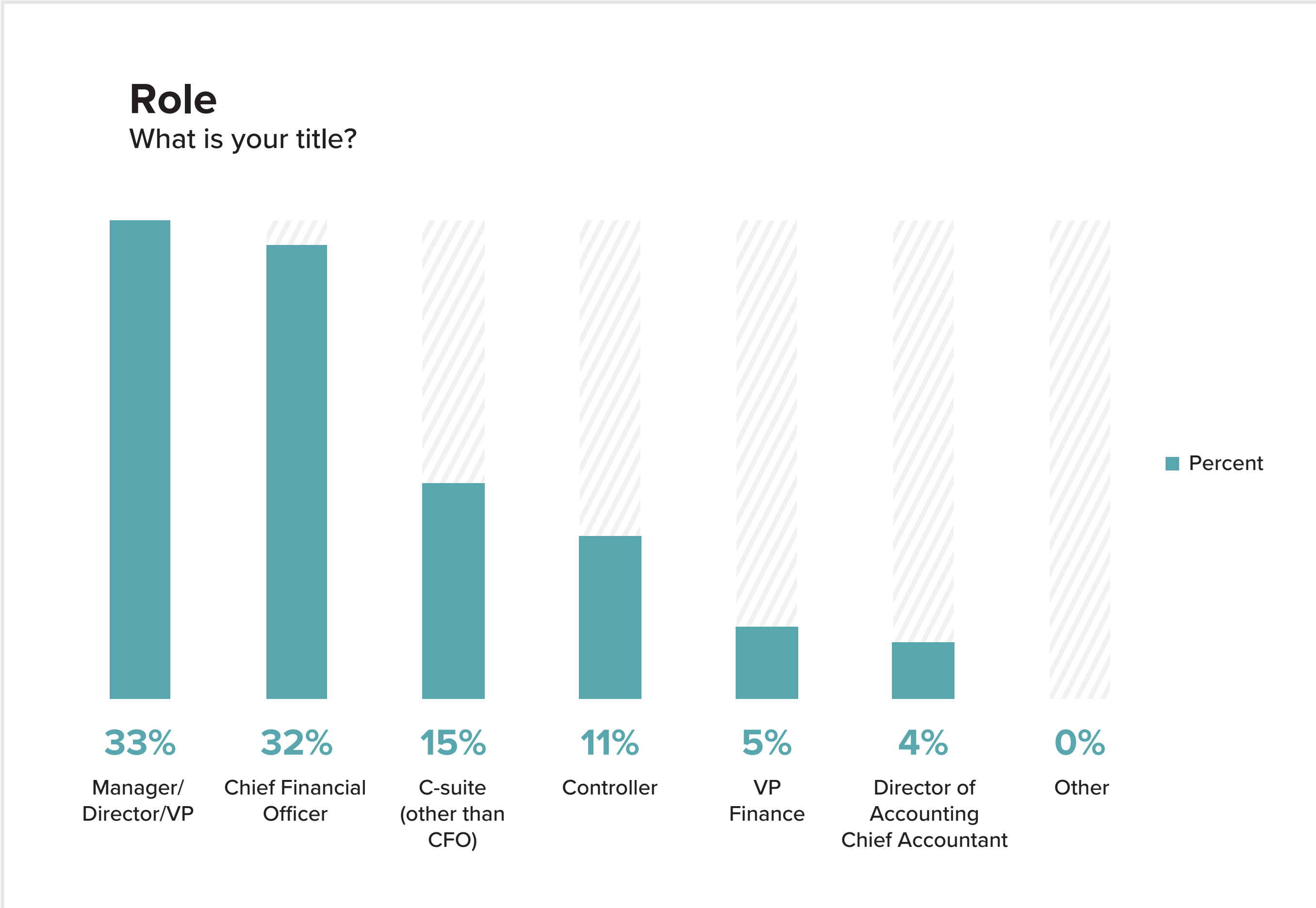
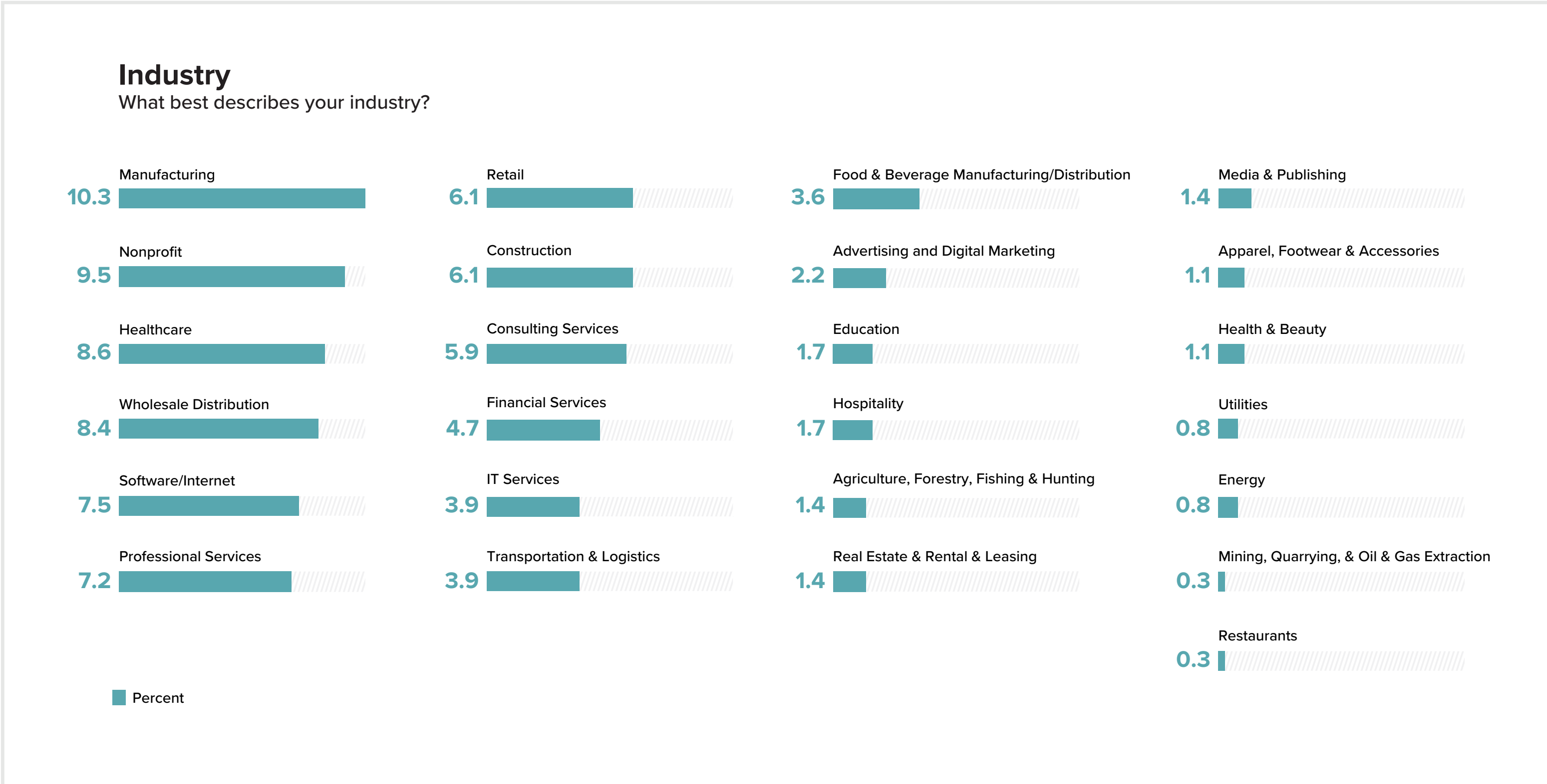


Figure 18: What is your title?



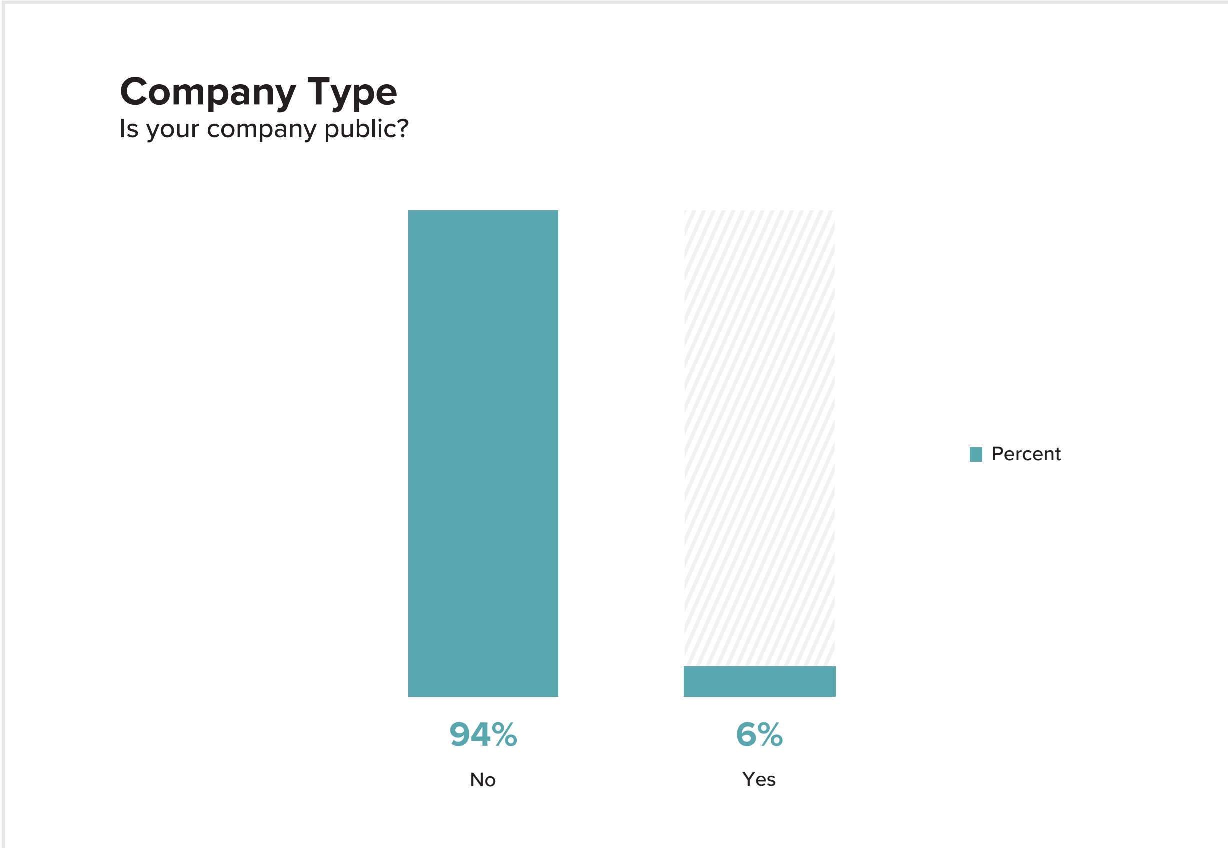
Data: NetSuite Brainyard Winter 2020 Executive Outlook Survey Respondents: 361

Figure 19: What best describes your industry?



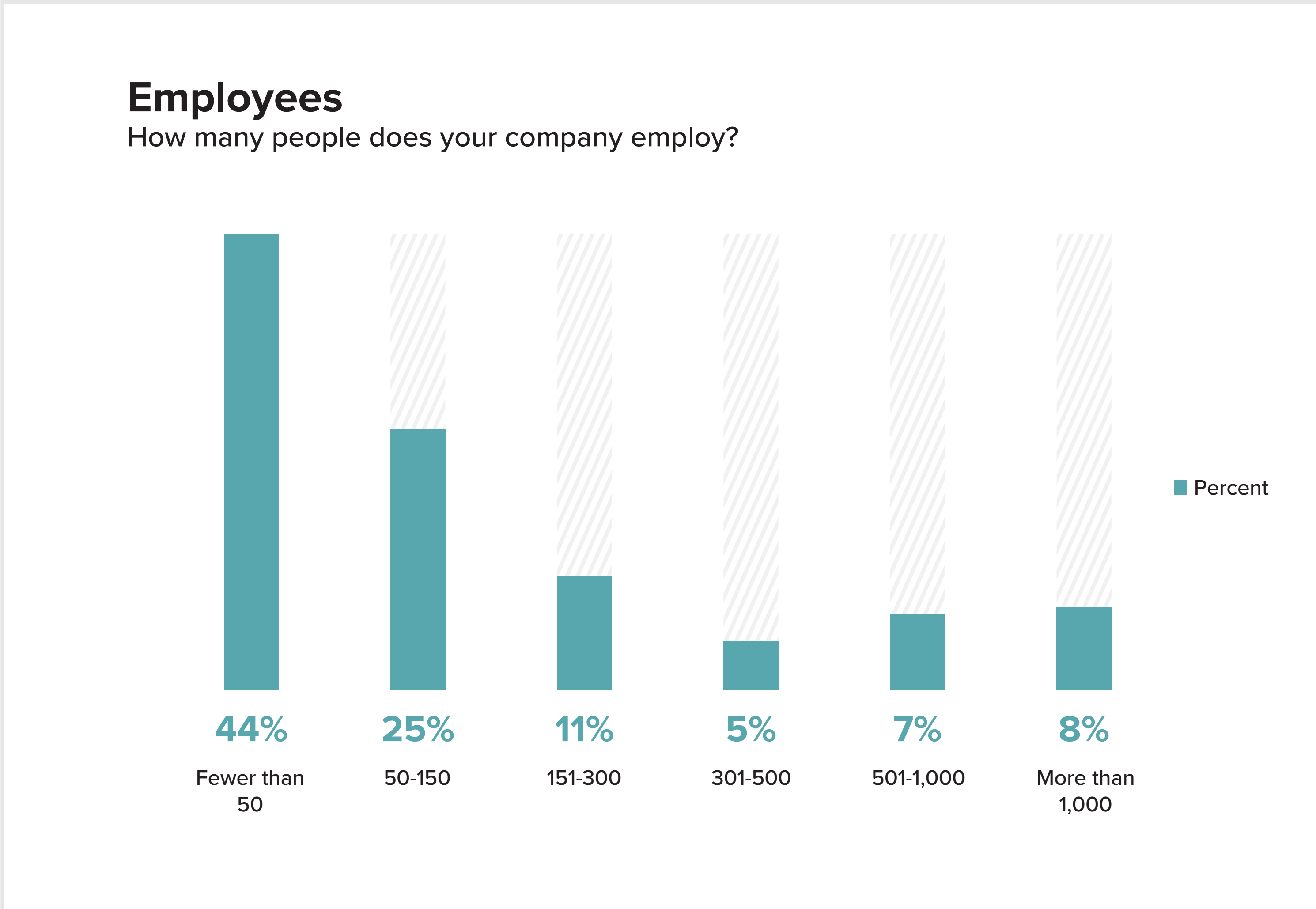
Data: NetSuite Brainyard Winter 2020 Executive Outlook Survey   Respondents: 361

Figure 20: Is your company public?



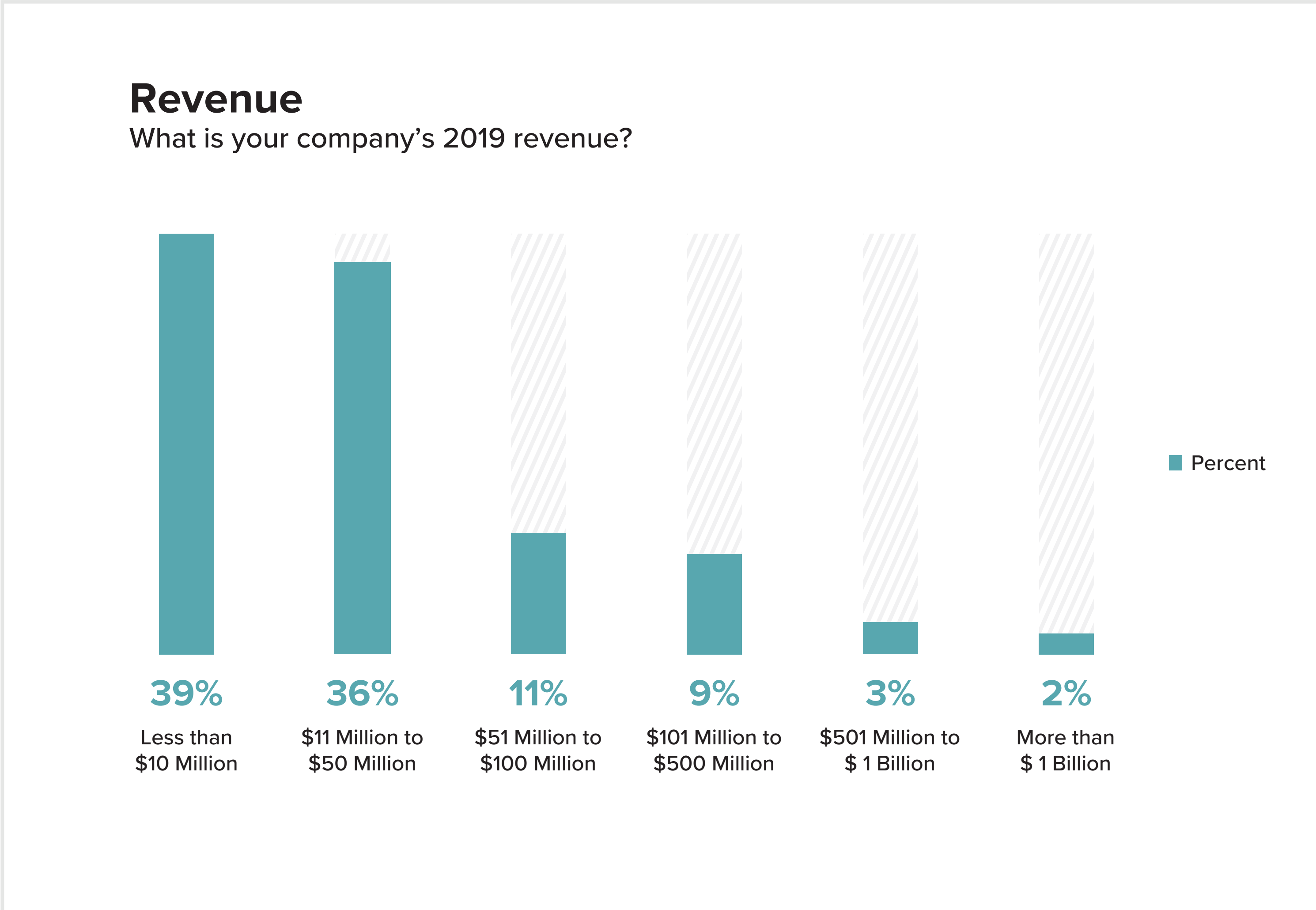
Data: NetSuite Brainyard Winter 2020 Executive Outlook Survey   Respondents: 361

Figure 21: How many people does your company employ?



Data: NetSuite Brainyard Winter 2020 Executive Outlook Survey   Respondents: 361

Figure 22: What is your company's 2019 revenue?



Data: NetSuite Brainyard Winter 2020 Executive Outlook Survey   Respondents: 361

About Us

NetSuite Brainyard combines the operational and business performance of more than 19,000 NetSuite customers together with NetSuite surveys and third-party research to deliver real-world data and insights that allow businesses in all industries to adapt and grow.

Brainyard helps companies understand the habits, business practices and performance metrics of successful organizations in every industry. It delivers data-driven insights and expert advice to help businesses discover, interpret and act on emerging opportunities and trends. Brainyard includes industry-specific KPIs and provides the basis for growing companies to benchmark themselves against others.

Brainyard features insights from its staff as well as NetSuite's industry principals and researchers, and it is powered by the aggregated and anonymized data fueling the fastest growing businesses around the world.

The research and data for Brainyard articles, videos and reports fall into three categories:

NetSuite – Anonymized and aggregated NetSuite usage data.

NetSuite Research – Anonymized and aggregated data from NetSuite surveys.

Third Party Research – Research gathered from third-party sources that are cited and/or hyperlinked to in articles, videos and reports.

Brainyard's Staff

Fritz Nelson, Editor in Chief
Art Wittmann, Editor
Lorna Garey, Executive Editor
Megan O'Brien, Finance & Business Editor

brainyard

brainyard

www.netsuite.com