



# NetSuite SuiteCommerce

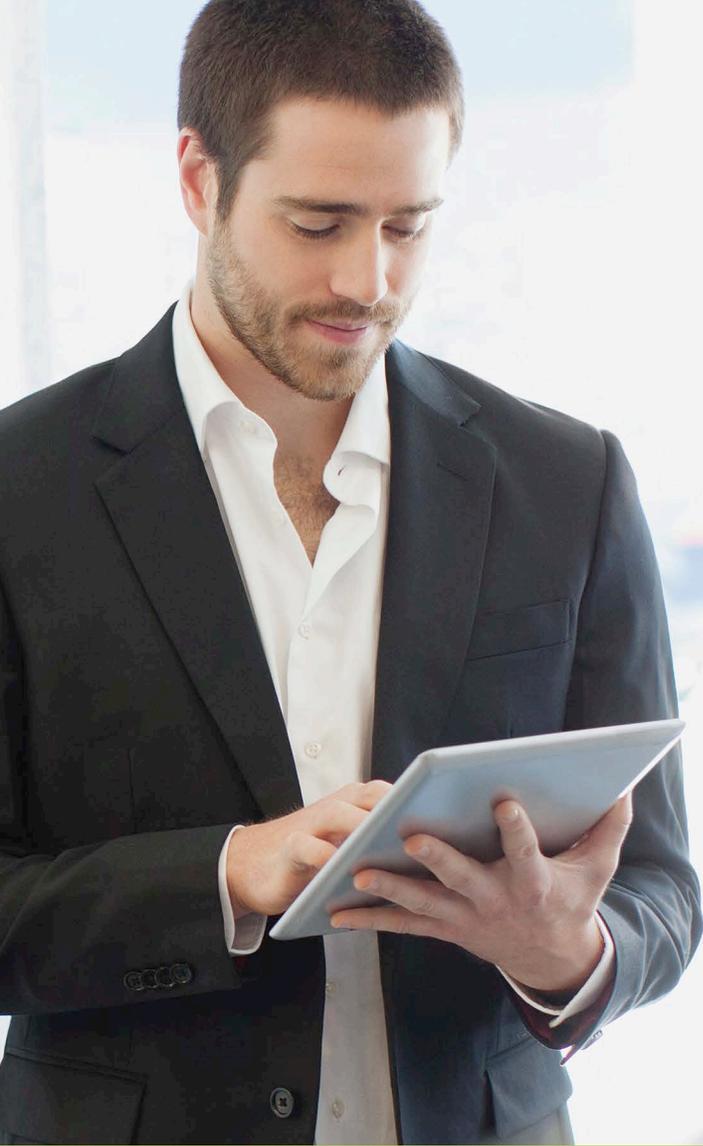


# Customer-Centric Commerce

Today's customers expect you to know everything about them regardless of channel or touchpoint, but simply knowing is not enough. Using that knowledge to engage customers in a personalized and relevant manner is what allows you to differentiate your brand, delight your customers and grow your business. Yet most businesses do not have the infrastructure to facilitate this omnichannel customer view.

Moreover, many companies lack the real-time inventory visibility across channels needed to offer customers a buy anywhere, get anywhere experience. Disjointed order management capabilities make it difficult to efficiently manage and fulfill orders. A clash of legacy systems and new channel technologies has resulted in siloed systems and redundant data. Trying to synchronize critical inventory and customer data across customer facing systems is difficult or even impossible, resulting in brand discontent, customer frustration and business inefficiency.

Businesses must move beyond the limits of individual channels and touchpoints to deliver a cohesive omnichannel experience. With an infrastructure that unifies business applications and the data that feeds them, it is possible to create a seamless, channel-agnostic, personalized shopping experience.



## KEY BENEFITS

- Differentiate, adapt and bring innovation to your business faster
- Create uniquely branded and engaging shopping experiences optimized for any device
- Generate a single view of a customer across all channels for complete visibility into all online, in-store and call center transactions and interactions
- Streamline operations and eliminate costly, error-prone integrations between separate systems with a unified cloud commerce platform tied directly to your operational business systems
- Extend your footprint by selling through multiple brands and business models atop the same ecommerce platform
- Accelerate your speed of business across new channels, geographies and brands without purchasing additional licenses and investing in additional infrastructure
- Fulfill orders from multiple inventory locations to achieve optimal operational efficiency and customer satisfaction

## Complete Solution

NetSuite's SuiteCommerce platform was built with the idea that your commerce systems are no longer standalone channels. SuiteCommerce unifies POS and ecommerce with your core operational business systems—inventory and order management, CRM, merchandising, marketing and financials. NetSuite's single, unified commerce platform helps provide relevant and engaging experiences, sell more products, efficiently and accurately fulfill orders, and drive customer satisfaction across multiple channels and touchpoints.

“We have tripled our productivity, enhanced our risk management and reduced our overall ecommerce IT expenditures by more than 20% switching to NetSuite.” — Magellan GPS

“NetSuite has helped us improve business performance and cut costs. But, thanks to NetSuite, we also know we can grow the company without worrying about whether we’ll have the IT resources to keep up.” — Ibex

## Commerce Everywhere

The explosion of Internet-enabled devices means your products are never more than a click away from shoppers, wherever they are. Consumers expect an optimized experience from any digital touchpoint at any time. SuiteCommerce allows you to create a great, consistent shopping experience and deliver it across any site, any device, any country and supporting any business model without any limitations.

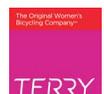
**Any device.** Responsive web design allows you to build device-optimized online shopping experiences that display elegantly across all devices, from smartphones to tablets to laptops to desktops. Plus, have only one web platform instead of maintaining multiple fragmented user experiences.

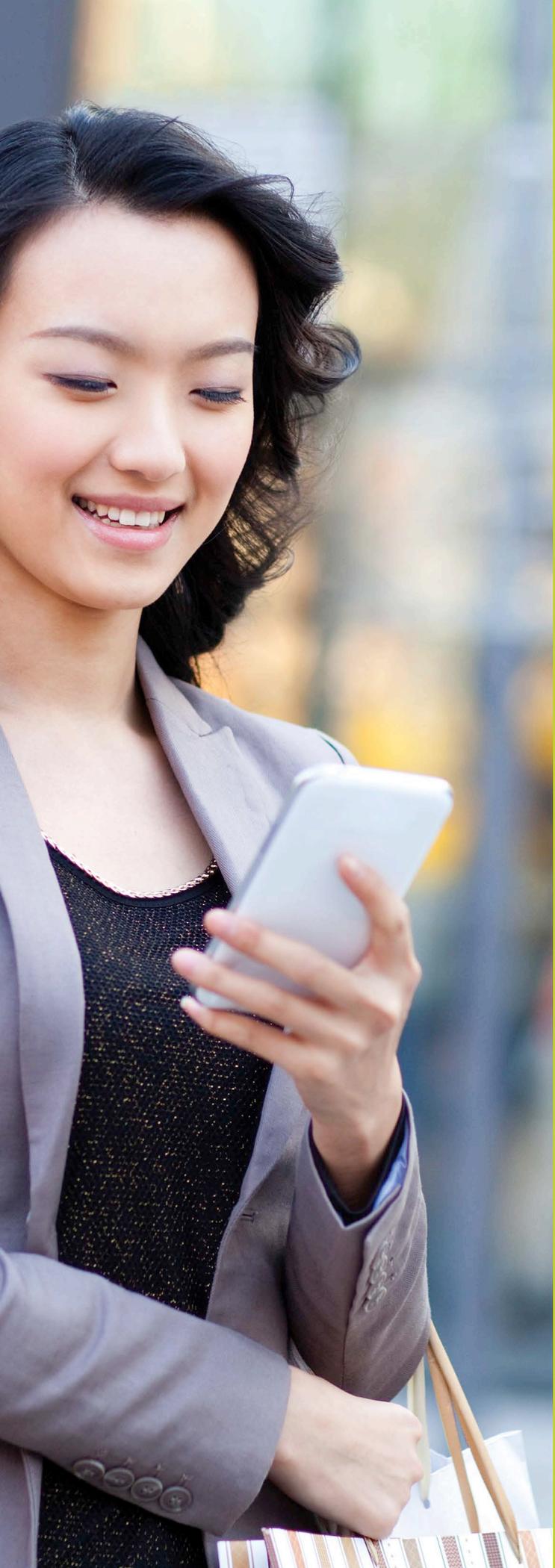
**Service all customers.** Combine business-to-consumer (B2C) and business-to-business (B2B) selling models on a single platform with a dramatically lower investment and without the need to maintain separate systems.

**Multiple web stores.** Capitalize on any business opportunity by rapidly launching new sites for brands, markets and channels on the same platform.

**Go global.** Expand internationally with support of multiple languages, multiple currencies, taxes/VAT and customs documentation.

LEADING BRANDS DRIVING GLOBAL SUCCESS WITH SUITECOMMERCE:





## Customer Insight

With channel-specific silos of customer, order and inventory information, getting a complete understanding of your customer interactions and preferences is almost impossible. SuiteCommerce is designed around all your customers, both consumers and other businesses. By building on the customer system of record, your company can achieve unprecedented visibility into its customers. Get a 360-degree view of each customer from all channels and touchpoints to deliver personalized service, build customer loyalty and provide a relevant, engaging shopping experience with your brand.

**Rich profiles.** In one place, see every interaction shoppers have had with your company online, in-store and on the phone, including their lifetime purchase histories, website activities such as items browsed, carted or added to a wish list, responses to marketing campaigns, communications with your company, returns history and much more. Understand your customer lifetime value to maximize profitability.

**Optimize relationships.** Cross-channel insight into customer orders, preferences, and issues enables businesses to build loyalty, increase customer spend and grow revenue.

**Customer segmentation.** Increase sales by segmenting customers to drive personalized marketing campaigns, promotions and offers.

**Dynamic merchandising.** Display the right products to the right shoppers at the right time using merchant-driven rules, including key business metrics such as product margin, inventory velocity and prior purchase history.

# Connected Commerce

Gain unprecedented visibility across your business by bringing fragmented sources of data into a single repository. Manage your business with key metrics and make timely, fact-based decisions with dashboard analytics ranging from inventory and sales reports, to suppliers, customers and marketing campaign ROI. Because SuiteCommerce is unified with the systems you use to run your business—order management, inventory, marketing, customer support and financials—you are able to adapt more quickly to changes in your business and serve your customers better.

**Operational efficiencies.** Eliminate integrations between separate systems with natively unified ecommerce, POS, inventory and order management, marketing, merchandising, customer support and financials. Optimize profitability, reduce operational costs, build customer satisfaction and seize opportunities for growth without spending a fortune integrating your ecommerce with your back-end business systems.

**Lower long-term cost of ownership.** Because NetSuite is offered as Software-as-a-Service (SaaS), it allows you to subscribe to a service rather than purchase, install and maintain an in-house software solution, which helps you better forecast and manage costs and eliminate high IT support costs.



**Data to run your business better.** Obtain real-time business intelligence across all areas of your company. Use key metrics and make timely, fact-based decisions with dashboard analytics ranging from inventory and sales reports, to suppliers, customers and marketing campaign ROI.

**Seamless order management.** Manage all aspects of the order lifecycle and ensure seamless control of customer orders, from order receipt to financial settlement. With a full-featured web store integrated directly into your business, eliminate the errors and time spent manually transferring orders from your web store to inventory, shipping and accounting. Customers, suppliers and your partners always know exactly what's happening with every order. Automated processes and better accuracy means faster orders, more satisfied customers and lower operational costs.

**Inventory management.** Get real-time inventory visibility across multiple locations. Display inventory amounts to your shoppers on your web store and even tell them the quantities available in each physical location. Closely monitor and respond to inventory levels as they fluctuate with the demands of your business. Automatically calculate inventory order points and preferred stock levels by item and location and create purchase orders to maintain these levels as a part of your cross-channel inventory management strategy.



## SUPERIOR SUPPORT & UNMATCHED EXPERTISE

- **SuiteConsulting.** Applying deep industry expertise and the proven NetSuite One methodology, SuiteConsulting helps you tailor your SuiteCommerce solution to your unique business requirements.
- **SuiteSupport.** When you have questions or need assistance with your SuiteCommerce implementation, the NetSuite SuiteSupport team is at your service 24/7.
- **SuiteApps.** Innovative third-party solutions are available to further extend and enhance your commerce experience.
- **SuiteDesign.** NetSuite has built an ecosystem of leading creative digital agencies around the world to create striking web design and functionality on the SuiteCommerce platform.

To find out more contact NetSuite Inc. at **1-877 NETSUITE** or visit **[www.suitecommerce.com](http://www.suitecommerce.com)**



#### UNITED STATES

**Corporate Headquarters:**  
2955 Campus Drive, Suite 100  
San Mateo, CA 94403-2511  
United States  
Voice: 650-627-1000  
Fax: 650-627-1001  
E-mail: [info@netsuite.com](mailto:info@netsuite.com)  
URL: [www.netsuite.com](http://www.netsuite.com)

#### Austin

12331-A Riata Trace Parkway  
Building 3, Suite 210  
Austin, Texas 78727  
Voice: 512-381-0600  
Fax: 512-381-0660

#### Boston

268 Summer Street, Suite 400  
Boston, MA 02210  
Voice: 617-351-0230  
Fax: 617-351-0220  
URL: [www.openair.com](http://www.openair.com)

#### Denver

8000 S. Chester Street Suite 100  
Centennial, CO 80112  
Voice: 303-600-3800

#### New York

8 West 40th Street 5th Floor  
New York, NY 10018  
Tel: 646-652-5700  
Fax: 646-652-5701

#### CANADA

5800 Explorer Drive, Suite 100  
Mississauga, ON L4W 5K9  
Canada  
Voice: 905-629-8486  
Fax: 905-219-8450  
E-mail: [netsuite@netsuite.com](mailto:netsuite@netsuite.com)

#### EUROPE/MIDDLE EAST/AFRICA

1 Grenfell Road, Maidenhead  
Berks SL6 1HN  
United Kingdom  
Voice: +44 (0)-1628-774400  
URL: [www.netsuite.co.uk](http://www.netsuite.co.uk)

#### CZECH REPUBLIC

NetSuite Czech Republic s.r.o.  
Triniti Office Center  
Trnitá 491/3,  
602 00 Brno  
Czech Republic  
Voice: +420-511-187100  
Fax: +420-511-187290

#### AUSTRALIA

Suite 2, Level 13  
100 Arthur Street  
North Sydney, NSW 2060  
Australia  
Voice: +61 (0)2-9464-6100  
Fax: +61 (0)2-9464-6111  
E-mail: [infoANZ@netsuite.com](mailto:infoANZ@netsuite.com)

#### Lvl 1, 1 Queens Rd Melbourne VIC

3004 Australia  
Voice: 1800-638-784  
URL: [www.netsuite.com.au](http://www.netsuite.com.au)

#### HONG KONG

21/Floor, The Center  
99 Queen's Road Central  
Hong Kong  
Voice: +852-3796-7008  
E-mail: [infoHK@netsuite.com](mailto:infoHK@netsuite.com)

#### SINGAPORE

80 Raffles Place  
Level 36  
UOB Plaza 1  
Singapore 048624  
Voice: +65-6248-4920  
E-mail: [infoSG@netsuite.com](mailto:infoSG@netsuite.com)  
URL: [www.netsuite.com.sg](http://www.netsuite.com.sg)

#### JAPAN

SKI Building  
2-5-27 Akasaka, Minato-Ku  
Tokyo, 107-0052  
Voice: +81-3-5545-7621  
Fax: +81-3-5545-7622  
URL: [www.netsuite.co.jp](http://www.netsuite.co.jp)

#### PHILIPPINES

NetSuite (Philippines) Inc.  
6TH Floor Tower 1, RCBC Plaza  
6819 Ayala Avenue corner  
Sen. Gil Puyat Avenue  
Makati City 1200 Philippines  
Voice: +632-856-3888  
Fax: +632-856-1550