

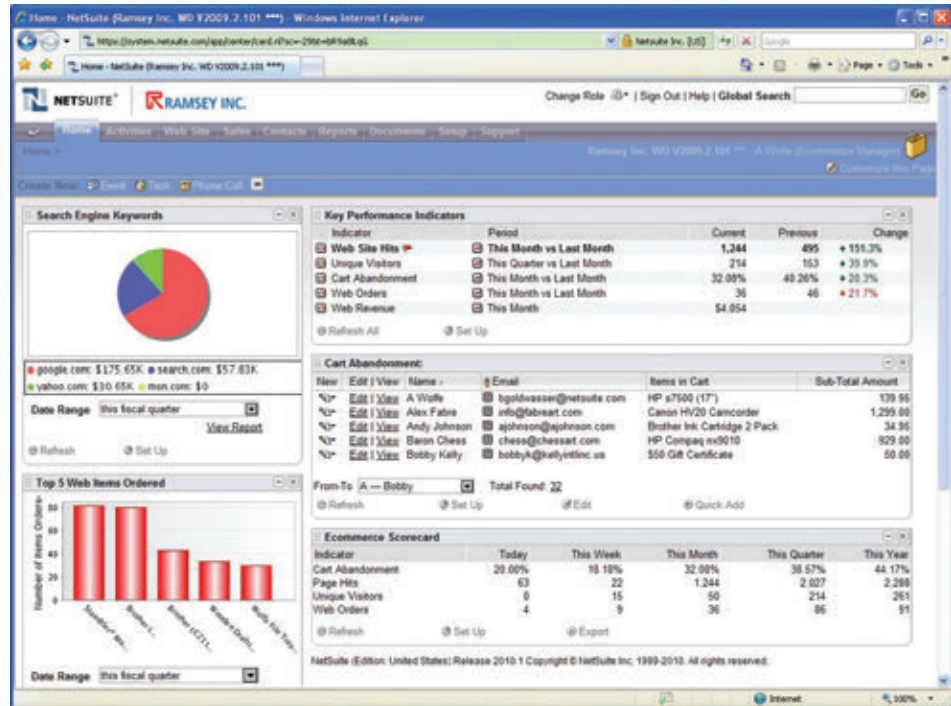
# NetSuite Ecommerce Edition

The #1 Cloud-Based Suite for Ecommerce Companies and E-tailers



## KEY BENEFITS

- Gain real-time visibility and business intelligence
- Design a fully featured, database-driven website
- Boost conversion rates and increase revenue
- Operate a multi-channel business
- Manage inventory in real time
- Increase employee productivity
- Improve customer satisfaction and retention
- Conduct ecommerce around the globe.



Dashboards provide real-time visibility across your entire organization.



Visionary:  
Gartner 2010 Magic Quadrant  
for Ecommerce Report



Best Ecommerce Solution

## Why NetSuite Ecommerce Edition?

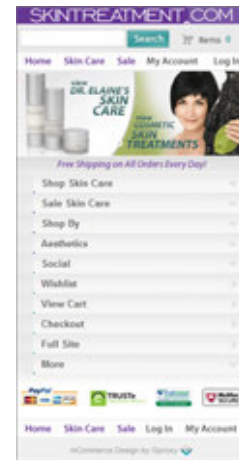
- **One solution to run your whole business.** With NetSuite, you can run all your business with one solution. This means you'll never have to enter the same information twice. Say goodbye to the hassles of juggling multiple systems, re-keying information, manually importing and exporting data between separate applications, and toggling between systems trying to figure out what's going on.
- **Unify sales channels.** NetSuite Ecommerce Edition gives you the ability to centralize all customer, product and transaction data across different channels—online, mobile, social, retail stores and call centers. Your customers can shop from any channel, or even use multiple channels—by ordering online and picking up or returning in a store, for example. You can make the same products available in all channels, or choose to feature different products in different channels depending on the customer segment you're targeting with each channel.

Regardless of which channel the customer interacts with, their transactions and interactions are all stored in one place, allowing you to provide better service, cross-channel loyalty point programs, and pick-up or return through any channel. NetSuite tracks inventory across channels, allowing you to display real-time inventory availability to your shoppers by store or channel. Selling a product through one channel can automatically reduce the inventory available for other channels.

Find out more: contact Retail Anywhere 1.800.257.2734 [www.retailanywhere.com](http://www.retailanywhere.com)

“With NetSuite, we increased sales by 30% and web traffic by 40%.”

—Igloo Coolers



NetSuite Ecommerce unifies your sales channels whether customers shop via social sites like Facebook or their mobile phone.

“We grew 400% without adding staff. NetSuite is helping us handle substantial growth in order volume—and take care of high spikes—without having to maintain on-site hardware and software.”

—Wrigleyville Sports

- **Intelligent merchandising.** NetSuite allows you to feature products on any channel in various ways, so that you can display the right products to the right shoppers at the right time. For example, you can display products based on best sellers, best margins, best ranked, or most overstocked, and publish them to shoppers based on their location or purchase history. NetSuite also lets you automatically and dynamically merchandise associated products based on what shoppers bought, so you can provide “People who purchased this product, also purchased” recommendations.
- **Integrated, closed-loop marketing.** NetSuite lets you run multiple types of marketing campaigns—including email campaigns, paid search campaigns, affiliate marketing or direct mail marketing—and automatically track their lifetime revenue and profitability. Full closed-loop tracking allows you to measure the success rate of each marketing campaign in real-time, and see the cost and profit for each sale and campaign. And by tying the campaign to your customer through all their future interactions with your company across channels, you can measure the lifetime value of the campaign and focus your marketing dollars on the campaigns that provide the best results.
- **Improve customer service and satisfaction.** NetSuite gives you a complete 360-degree view of each customer. You can see, in one place, every interaction shoppers have had with your company, including their lifetime purchase histories, website activities, responses to your marketing campaigns, communications with your company, and much more. You can use this information to provide better service—quickly and accurately answering their questions. You can also use this information to segment and target them with marketing campaigns, and to merchandise different products to them. Your sales team can sell more effectively by understanding what products customers viewed on your website, and by providing product recommendations that NetSuite automatically presents based on similar shoppers’ purchase history.
- **Increase accuracy and efficiency.** NetSuite Ecommerce customers report major cost savings and efficiencies in managing their operations. According to a recent Nucleus Research report, companies using NetSuite for ecommerce experience on average 20% employee productivity gains, 50% reduction in time spent on accounting functions, and 80% lower development costs. Because NetSuite automates more of your business and manages everything in real time, it eliminates the errors that are unavoidable when juggling multiple

### NUCLEUS RESEARCH

Companies moving to NetSuite from custom site development and multiple applications could reduce their development costs by an average of 80%.

## NUCLEUS RESEARCH

Companies running on NetSuite increase their order fulfillment efficiency by at least 50%.

“With NetSuite, we’re running a lot more efficiently. We can see our inventory, see what’s selling and what’s not, and we can communicate much better with customers. Growth isn’t a problem now—it’s an opportunity, and we can make the most of it.”

—Outback Toys

“We wanted a customizable, integrated and user-friendly solution that delivered all relevant business processes within one package. NetSuite saves us time and allows us to focus on running the business, and that has helped us increase our turnover—our revenues—by 95%.”

—2Pure UK

separate systems. Now you, your customers, your 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.

- **Increased visibility for better decision making.** Customizable dashboards give you unprecedented visibility across your entire organization, and unified customer records allow you to see every interaction a customer has had with your company. The dashboards provide real-time access to key performance metrics, and support intelligent, timely business decisions. NetSuite dashboards are role-based, providing “out-of-the-box” relevance to all employees’ individual job requirements. In addition, full visibility into unified customer records allows you to see all of a customer’s transactions, interactions and even which items they’ve placed in your shopping cart—allowing you to easily segment your customers and merchandise to them based on any of this information.
- **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 internal IT support costs. Research by the Software and Information Industry Association (SIIA) shows that SaaS deployments are 50% to 90% faster, and have a total cost of ownership (TCO) five to 10 times less expensive than traditional software.

## NetSuite Ecommerce Edition Features

### Website Building and Hosting

- **Great Looking, Customizable Storefronts.** With NetSuite, you can set your website apart with online site-building tools that allow you to create your own individual look or to choose from a variety of appearance themes and site layouts. Customization is easy: you can upload your own HTML and CSS files to create a unique website look, and can tailor site elements such as headers, footers, tab bars, and content templates to meet your own design goals. And best of all, no HTML expertise is required to set up or manage your NetSuite website—business users can update the site without ever looking at code.
- **Hosting and Publishing Capabilities.** NetSuite provides you with all the tools to create your webstore, which is then hosted for you by NetSuite. By using smart tags, you can convert static sites into dynamic pages, pulling any key business data from the NetSuite database, such as pricing or inventory availability. You can easily publish unique content to your site, including documents, catalog items or employee directories.
- **Go Global, Act Local.** Build websites that support multiple languages, currencies, taxes/VAT, subsidiaries and international shipping prices and documentation, so you can sell globally. With NetSuite OneWorld, sales for each country can be managed by a different business unit or company with its own financial books, with all the data rolling up to the parent company. NetSuite also allows you to control how the products will be priced in different countries by converting currencies to the base price in dollars, or by letting you set the price in the other currency so that it’s more predictable for your international customers.
- **Manage Multiple Webstores From a Single Account.** NetSuite allows you to create as many separate webstores as you want, which allows you to target each site to a specific customer segment. It also allows you to have separate domains for different types of products, so you can take advantage of targeted domain names. Each site can have the same or different sets of products, be in any language and currency, or even have different business models (B2B or B2C). The ability to manage different webstores with a single account in NetSuite allows you to run a large business with multiple sites, all with one consistent set of operations, improved efficiency and lower costs.

“We were doing very well selling high-value, low-volume products, but we knew our IT software wouldn’t let us add a high-volume retail distribution division—we couldn’t track new leads, and it took a long time to fill an order. With NetSuite, we’ve boosted the efficiency of all our business processes, and we’re able to do serious, proactive marketing, which is just what the new business needs.”

—*Sonoma Wine Accessories*

### NUCLEUS RESEARCH

Companies moving from standalone accounting and ecommerce systems to NetSuite can reduce time devoted to accounting by at least 50%.

“NetSuite’s cloud-based model allows us to scale without having to worry about additional IT infrastructure. And NetSuite has helped us grow quickly while increasing our customer service and satisfaction.”

—*SouthCypress.com*

### Complete Webstore

- **Shopping and Merchandising Tools.** NetSuite’s web capabilities include easy-to-use site building tools, secure shopping cart functionality, integrated real-time credit card processing with Payment Card Industry Data Security Standards (PCI DSS) compliance and multi-level fraud protection, coupons, gift certificates, cross-selling and more. NetSuite provides all the functionality you need to give your online retail business a high-end web presence that’s easy to manage and maintain.
- **Self-Service Capabilities.** NetSuite websites come with a customer self-service center, where shoppers can track their packages, review their purchase histories, manage returns, view responses you’ve given to their questions, update account information, re-purchase individual products or entire orders, download digital goods, review and approve quotes, pay bills, and more. All of this information is available to your shoppers 24/7.

### Powerful Back-Office Efficiency

- **Integrated, Real-Time Inventory Management.** With NetSuite, your site will show real-time inventory availability updated based on actual inventory. You can display the inventory amounts to your shoppers and even tell them how much is available in each physical location. You choose whether to automatically remove out-of-stock products from your website or keep selling them. NetSuite’s procurement capabilities can automatically recommend, based on your sales history, when you should re-order items, and what the preferred stock level and lead time should be, even for seasonal items.

This level of accuracy in real-time inventory availability allows you to reduce the number of back orders and customer disappointments, as well as reduce the buffer stock you need to ensure that back orders don’t happen. Reducing back orders increases customer satisfaction and loyalty; reducing buffer stock reduces the inventory on hand and the turnover rates for your products.

- **Seamless Order Management and Fulfillment.** NetSuite provides an order management workflow that can be customized to match your company’s businesses processes. This allows efficient operations to fulfill your orders, and allows you to scale and handle more orders with the same fulfillment team. The workflow can include a separate order approval process that reviews by exception, only red flagging orders that meet pre-defined criteria. Fulfillment can be split up into separate pick, pack and ship steps. Seamless integration with UPS, FedEx and USPS allows you to generate real-time pricing, print shipping labels, generate customs documentation, and automatically send out tracking numbers—all from within NetSuite.

### Intelligent Sales & Marketing Optimization

- **Affiliate Management.** With NetSuite, you can track all of the leads and sales coming from your affiliates, report on every sale, automatically calculate commissions, and provide your affiliates password-protected access to this information. This allows you to easily have an affiliate marketing program and increase your sales.
- **Pricing and Promotions.** NetSuite allows you to set different pricing levels for the same item for different customers, or offer channels or volume discounts. You can also set up different promotions to encourage sales of specific items or group of items. This flexibility in pricing and promotions allows you to use pricing as a way to provide value to different customer segments.
- **“Amazon.com-Like” Automated Upsell and Cross-sell Recommendations.** NetSuite allows you to display automatic upsell and cross-sell recommendations based on what other customers have purchased—helping you increase sales and overall order size.

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