Why NetSuite Ecommerce

WHY A UNIFIED COMMERCE SOLUTION

Today's customer wants to move effortlessly across your online and offline channels from initial contact, to purchase and beyond. Along the way, they expect you to know their interests and preferences and use this to provide consistent, timely, relevant and personalized engagements. They also expect your sales and customer service representatives to have real-time access to their purchase and interaction history to help advance their journey. In essence, they want a data-driven experience.

Yet, enabling outstanding experiences requires businesses to overcome the fallout of IT decisions made over the years, resulting in incremental purchases of siloed, on-premise, channel-specific solutions. They now form the labyrinth of systems with islands of channel-specific data that stop companies from unifying the customer experience across all touchpoints.

Quick fixes like replacing a front-end ecommerce system is not the answer. Achieving success in today's marketplace means businesses must replace their legacy back-end ERP and order and inventory management applications to establish the right technology foundation. Trading in siloed systems for a one-system approach will create a single source of truth for customer, order and inventory data for use in unique and differentiating ways, enabling the brand experiences that customers want and expect.

"NetSuite replacing several of our disparate systems has been a big deal. And then to add SuiteCommerce as a new B2B storefront has made a world of difference."

Nathan Allen, IT Director, Little Unicorn
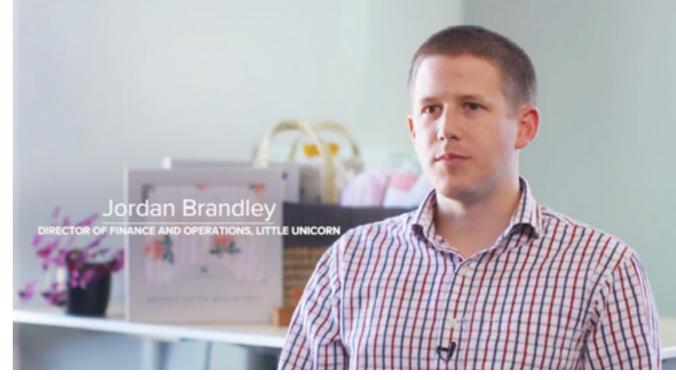
BENEFITS OF A UNIFIED COMMERCE SOLUTION

With a natively unified ecommerce solution, your business will:

ELIMINATE INTEGRATIONS
Having a website that is manually integrated into your back-end business applications means you have ongoing maintenance costs. Changes to the front-end of the website cause problems when trying to map those changes into the back-end applications. With ecommerce natively part of your business solution, you will seamlessly unify your front- and back-end systems, removing the ongoing and growing costs of maintaining the integration and gaining more flexibility and adaptability needed to keep pace with business.

STREAMLINE BUSINESS OPERATIONS
Running a siloed ecommerce system means you're probably manually entering your online orders or doing batch imports into your ERP, causing delays and errors with order management. With ecommerce natively part of your business solution, online orders automatically flow into and are managed in a central place, enabling orders to be processed faster and more accurately, driving customer satisfaction.

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IMPROVE DATA CONSISTENCY AND VISIBILITY
Managing data in two separate systems is time-consuming and error-prone. With ecommerce natively part of your business solution, you will have a central repository for order management and customer, item and inventory data, gaining unprecedented, real-time visibility across your business. Use that customer and order data on the website to display relevant products for upsell and cross-sell, increasing average order value.

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WHY SUITECOMMERCE

NetSuite's ecommerce solution, SuiteCommerce, was built with the idea that ecommerce is no longer a standalone channel, but a core business component. SuiteCommerce enables businesses to move from siloed purchasing channels to an integrated commerce solution that seamlessly connects ecommerce with your NetSuite back-end solution.

B2C AND B2B SITES ON THE SAME PLATFORM
SuiteCommerce supports the needs of both B2C and B2B ecommerce from a single platform. Create B2C sites that deliver relevant, engaging experiences consumers expect. Your B2B sites can offer a B2C-like experience with added functionality designed specifically for the unique requirements of business users. And since the same ecommerce platform supports both B2C and B2B sites, you can develop new channels and business models with a dramatically lower investment and without the need to maintain separate systems.

RICH AND ENGAGING SHOPPING EXPERIENCE
Your brand is your business and SuiteCommerce helps reflect it with pixel-perfect design capabilities. Leverage

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responsive design themes to quickly build a great-looking store. Make it easy for shoppers to find, learn about and buy your products with a host of features, including faceted navigation, Elastic site search and the ability to save shopping carts and create lists. For B2B buyers, provide those same features and the added capabilities to manage all aspects of their business relationship, such as online quote requests, view account balances and credits and make payments against invoices.

MOBILE

Fully optimized for mobile, SuiteCommerce uses responsive design themes so your site automatically rescales and resizes when accessed from any device.

SITE MANAGEMENT

Drag-and-drop tools allow you to edit pages and manage content. Use a selection of themes to update the look and feel of your site. Add and configure new features and functionalities with extensions. Multiple changes to your site can be worked on and then scheduled for future deployment. All revisions are tracked and auditable.

SITE PERFORMANCE

Single-page architecture and a content delivery network provide a fast site experience, resulting in increased engagement and conversion.

SECURITY

The entire shopping experience is secure with HTTPS support. You don't need to worry about PCI compliance— as a hosted cloud solution, NetSuite takes care of that.

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SEO AND MARKETING

Ensure SEO success with customizable H1, title, meta tags, SEO-friendly URLs and Schema.org markup to increase click-through rates. Present upsells, cross-sells and related products based on merchant-driven rules such as browsing behavior or best sellers. Allow brand enthusiasts to share content to popular social networks and provide product reviews. Email, cart abandonment and pop-up signup campaigns are easily executed with the Oracle Bronto Marketing Platform.

PROMOTIONS

NetSuite's promotion engine, SuitePromotions, provides an intelligent, functionally-rich and flexible solution to support your promotions strategy. Easily create promotions that can be applied to one or multiple sales channels. Numerous types of promotions are supported to drive revenue and increase customer loyalty. In addition, best offer logic and auto-apply intelligence ensure that shoppers get the best available offer and experience.

EXPAND GLOBALLY

Expand your business around the world from a single platform that supports 24 languages, 190 currencies and tax compliance in over 100 countries. All the while, you can easily consolidate multi-subsidiary reporting.

ACCELERATE YOUR IMPLEMENTATION

Rapid site implementation enables faster time to value, increased business efficiency and greater customer satisfaction. By leveraging the knowledge, experience and best practices from thousands of ecommerce deployments, SuiteSuccess for SuiteCommerce enables customers to get a best-in-class B2C or B2B online store with commerce reports, dashboards and KPIs within 30 days.

Arlyn Schaufler
GENERAL MANAGER, THE DUCK STORE

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MODERN COMMERCE PLATFORM

Never migrate your commerce solution again. SuiteCommerce is a SaaS (Software-as-a-Service) multi-tenant cloud platform. Your site is easy to maintain: no "version lock," no need to migrate between versions. Take advantage of new features and updates made automatically available with every release and select from a growing ecosystem of extensions to enhance your site. Developers.SuiteCommerce.com provides a wealth of resources, information and tools to learn, troubleshoot and stay up to date.

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A PATH TO SUCCESS

As a pioneer in the commerce industry since 1998, NetSuite was the first to provide a solution that unified ecommerce with your back-office systems. Today, NetSuite powers thousands of online businesses, helping them grow and expand to new heights. Backed by professional services, an extensive partner ecosystem and dedicated support, SuiteCommerce provides your business with everything it needs to succeed.

LEARN HOW THESE COMPANIES TRANSFORMED THEIR BUSINESSES WITH A UNIFIED COMMERCE SOLUTION.

Regina Andrew Design

DIY Home Center

POS Supply Solutions

Big Agnes

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