

# UNIFIED ECOMMERCE

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 **NETSUITE**  
SOLUTION PROVIDER

# Introduction to SCA

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SuiteCommerce gives B2B businesses the robust capabilities expected of an enterprise-class B2B ecommerce platform, including the ability to provide the same easy and information-rich shopping experience as a B2C website. With SuiteCommerce, ecommerce is seamlessly integrated with your back-end operational systems, including order management, ERP and CRM. Support web stores, in-house sales, distributors, manufacturers, brick-and-mortar stores and channel partners all from a single platform. NetSuite's B2B ecommerce solution will enable your company to go after new revenue opportunities, attract and service new customers and transform a slow-growth offline business into a high-growth multichannel enterprise.



We use NetSuite to deliver a holistic, omnichannel experience that drives customer satisfaction and repeat business while streamlining our operational business processes.



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## Value Adding Features

- One Complete Commerce Platform
- Ultimate Business Agility
- Optimized Customer Engagement
- **OPTIMIZED BUYING & SELLING**
- **REAL-TIME CUSTOMER SERVICE**
- efficient order management across all channels
- efficient order management across all channels
- seamless cross-channel interactions
- Reduce costs to integrate, maintain and change your order management processes

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# Why Should I Use a Unified eCommerce Platform?

Adam Cree  
( Head of Marketing at 3EN)

Today's digital world demands that any business, no matter how large or small, has an online presence of some description to even have a chance of survival. Because of the "Digital Revolution", the commerce landscape continually shifts and changes, leading to many organisations being challenged by their outdated systems, and their ability to support the expectations of customers, for the high-level experiences they expect across the digital journey. The key to delivering the experiences that customers expect in a digital world, is a truly unified front & back-end commerce platform. A unified platform delivers a single source of all customer and business data, from order & inventory, to customer & supplier data passing through all channels. All this, delivers a completely single view of data, driving front end systems, such as eCommerce, POS and call centres, providing accurate information throughout the entirety of your business touch points. Driving up business efficiencies, and customer experiences.

Sifting through the world of "Commerce" solutions, can be a challenging task, knowing what you should be looking for can end up in confusion at best. The starting place should always be the customer experience, not matter what solution you are looking at, and build backwards from there. But what are some of the main considerations you should consider when looking for a commerce solution that delivers great customer experiences?

Below, we have outlined 5 of the top priorities of any commerce solution that is going to drive the type of customer experience you can be proud of!

## **Brand and Experience Management Flexibility**

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Brand experience is essential in creating the type of journey your customers wants, this means you need unlimited control over design. Being able to differentiate yourself, and deliver incredible experiences for you customers is a must, and having design and experience flexibility is essential to enabling you to stand out from the crowd, and gain that edge on your competitors. The ability to manage your site easily and seamlessly without the burden of technical staff, is essential to delivering great brand representation and experiences.

## **Utilise a pre-built, starting-point, platform**

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Allowing you to reduce your costs, alongside time to market, utilising a platform that has leading practices pre-built and ready to use allows you to customise form a standard starting point. Stop reinventing the wheel, find a platform that is intuitive enough to understand commerce, and customise from there forward.

## **Mobile First**

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More than 50% of buyers are using mobile devices to perform research and learn more about products. It's an essential part of every customer journey. Ensuring your solution is responsive, and accommodating to the multitude of devices available, is key to providing a great customer experience, not to mention increased search engine rankings.

## **User Account Management**

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Be it viewing orders, cancelling orders, or checking the status on an order, your customers have a set expectation on what their experience should offer them. Not only does this increase customer satisfaction, in tandem it allows you to off-load resources and time from other areas of your business. Alongside account management, B2B buyers will need additional abilities to view and pay invoices, view save selections of frequently purchased items and generating quotes. All of this being available at your customer's fingertips any time they need it, cultivates, and builds towards an excellent experience for your customers.

## **Intuitive, Personal and Interactive**

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From faceted search and guided navigation, to dynamic merchandising, ensure you have the ability to create a unforgettable experience, whether B2B or B2C. The ability to personalise and localise the experience based on customer data from your back-end systems, such as inventory and order information, ensures the touchpoints of your platform all line up, with your customers interests at the forefront of your thinking, creating relevant, retaining, and delightful experiences for your customer base.




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Why Should I Choose  
Netsuite SCA?

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# UNIFIED COMMERCE PLATFORM



With a cloud-based infrastructure that unifies business applications and provides a central repository for order management and customer, item and inventory data, create seamless, omnichannel brand experiences and streamline your business.

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# ENGAGING SHOPPING EXPERIENCES


Provide uniquely branded, highly personalized and engaging B2C-like shopping experiences that will drive conversion and grow your business with capabilities such as dynamic product imaging, zooms, alternate images, quick views, product comparisons and more.

- Grow your online community, cultivate brand evangelists and improve SEO with ratings and reviews.
  - Increase user engagement by allowing shoppers to share on popular social networks.
  - Show real-time inventory data on your site.
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# OPTIMIZED BUYING & SELLING

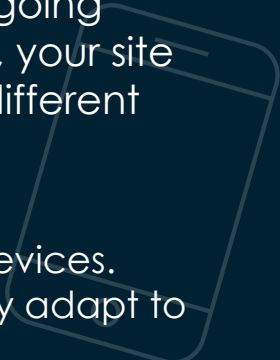
Provide the tools needed for buying efficiency, including routine, repeat and bulk ordering capabilities. Marry the supply side with the buy side through integration with vendors, distributors, and manufacturing entities, all within the same system. Online orders automatically convert to invoices with workflow management of approval, fulfillment and billing.

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- Give customers their own negotiated prices, terms and credit limits.
  - Support organizational requirements such as multiple roles, delegated user administration and organization-specific workflows.
  - Provide B2B payment methods such as invoice billing, credit limits and ACH processing.
  - Connect your product catalogs directly to your customers' e-procurement system with punch-out capabilities (via third-party connectors).

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# MOBILE

Having a solid B2B mobile strategy is critical to your ongoing commerce success. Using responsive design principles, your site automatically adjusts screen sizes and capabilities to different devices – computers, mobile phones and tablets.

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- Better enable field sales teams with the use of mobile devices.
  - Create content only one time and have it automatically adapt to the format of any device.



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# PASSWORD-PROTECTED CONTENT




Password protect all or a portion of the site to restrict access to authorized customers and partners.

- Create customer-specific catalogs.
  - Limit who can view content and pricing on your site.
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# REAL-TIME CUSTOMER SERVICE

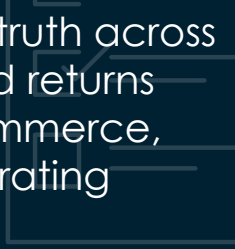
Provide your customers with a password-protected, self-service customer center to manage all aspects of their business with you. They'll be able to access their order history and details of every sales order, view order status, track shipments, reorder, and update shipping and payment information.

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- Review and approve quotes.
  - Pay outstanding invoices.
  - Request returns and refunds.
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# OMNICHANNEL EXCELLENCE

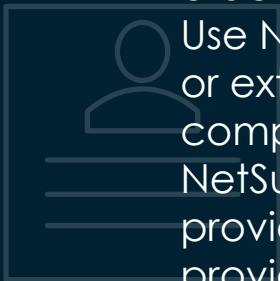
NetSuite Order Management provides one source of truth across all channels for inventory, pricing, order, payment and returns processes. Whether you're leveraging NetSuite's ecommerce, customer service and POS user experiences – or integrating another channel experience using NetSuite APIs – customers and employees will get consistent answers and a seamless experience.



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# SECURE, INTEGRATED, CERTIFIED

Deploying and maintaining an on-premise order management system can be time consuming and costly. NetSuite's SaaS order management solution gets you up and running quickly. Use NetSuite's order management processes as a jump-start or extend them to meet your unique needs. Leverage other components of the suite to eliminate integration costs, or utilize NetSuite's APIs to integrate with third-party systems. NetSuite provides integrations to payment gateways and shipping providers and is PCI certified. Plus, NetSuite manages the operations and upgrades of your order management system.



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# FLEXIBLE, FLAWLESS FULFILMENT




Customers expect the ability to buy, fulfil or return anywhere. NetSuite lets you profitably execute on a wide variety of fulfilment options, such as direct ship from warehouse, store fulfilment, drop ship and continuity/subscription programs. Omnichannel inventory visibility, distributed order orchestration, and order lifecycle dashboards and monitoring enable you to deliver the perfect order every time.

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# BUSINESS INTELLIGENCE

Better manage your business with exception management and insightful analytics that tell you where you're doing well, what you need to pay attention to and where potential areas for improvement may reside. With exception queues, dashboards and reports, you have the tools you need to monitor and scale your fulfilment operations. Key Performance Indicators (KPIs) help measure metrics across all channels, such as inventory turns, sell-through percentage, days of supply, stock-to-sales ratio and gross margin return on investment.

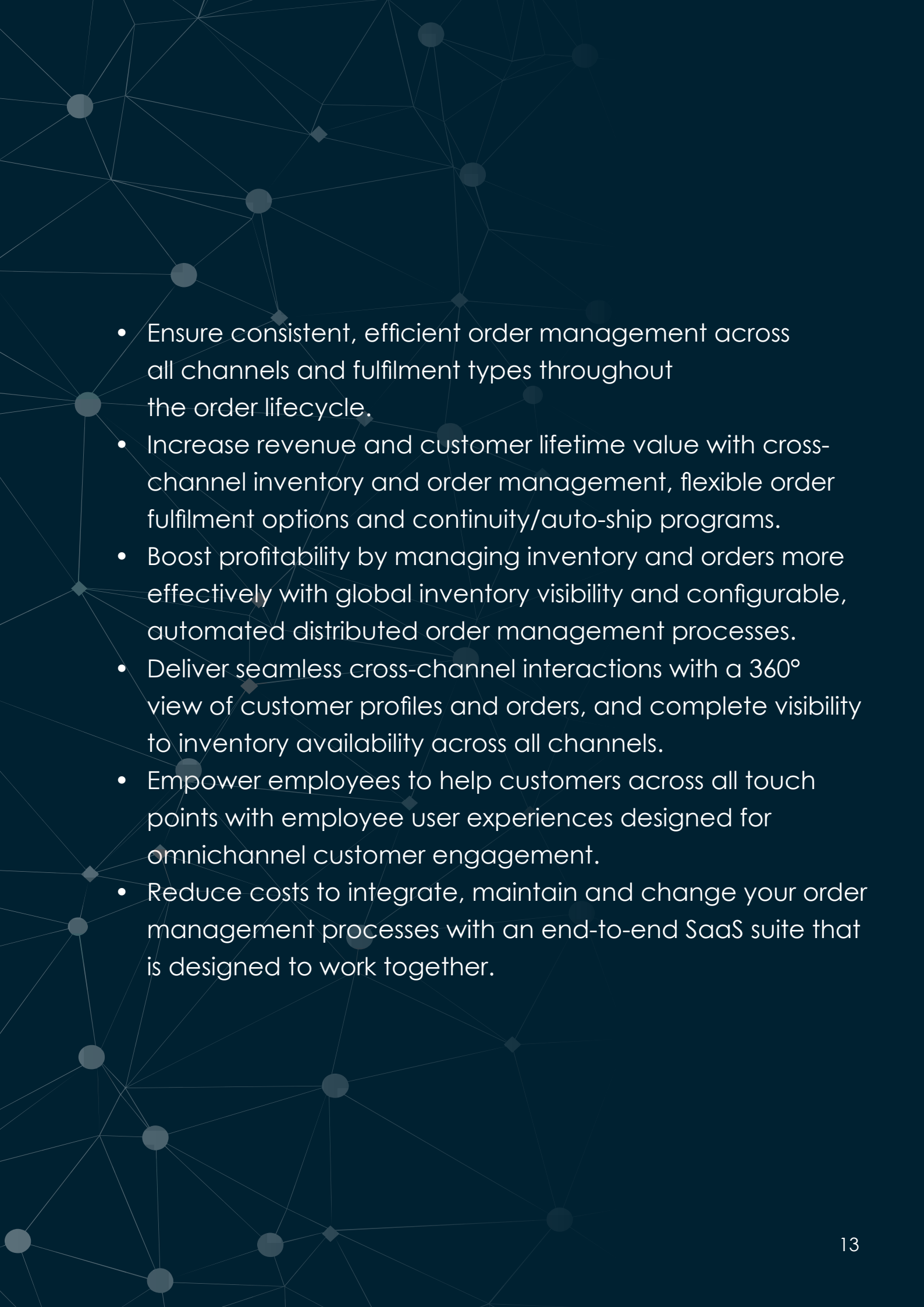


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# KEY BENEFITS

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- Ensure consistent, efficient order management across all channels and fulfilment types throughout the order lifecycle.
  - Increase revenue and customer lifetime value with cross-channel inventory and order management, flexible order fulfilment options and continuity/auto-ship programs.
  - Boost profitability by managing inventory and orders more effectively with global inventory visibility and configurable, automated distributed order management processes.
  - Deliver seamless cross-channel interactions with a 360° view of customer profiles and orders, and complete visibility to inventory availability across all channels.
  - Empower employees to help customers across all touch points with employee user experiences designed for omnichannel customer engagement.
  - Reduce costs to integrate, maintain and change your order management processes with an end-to-end SaaS suite that is designed to work together.

# INNOVATIVE EXPERIENCES

Rapidly create unique, personalized and compelling mobile, web and in-store experiences that differentiate your brand and exceed customer expectations.

Check out some of the engaging online experiences powered by SuiteCommerce: [TENO](#), [Mystery Ranch](#) and [Ibex](#).

Design the Experience You Want for Your Brand. Provide engaging customer acquisition and retention experiences by utilizing a single source of item, inventory, customer and order data to feed your customer-facing systems.

Transform the Store. Deliver a continuous shopping experience by unifying the online and in-store buying journey. Empower sales associates with tools and information to assist and engage shoppers.

Any Device. Responsive web design allows you to build device-optimized, online shopping experiences that display elegantly across smartphones, tablets, laptops and desktops. You'll have only one platform instead of maintaining multiple fragmented systems and user experiences.

# 360 CUSTOMER VIEW

Provide consistent and personalized cross-channel experiences, targeted marketing and superior customer service with a single view of all customer interactions and transactions across all touchpoints and channels.

**Truly Know Your Customers.** Get a single, cross-channel view of every customer to provide consistent and personalized service, build loyalty, deepen relationships and grow lifetime value.

**Optimize Customer Engagement.** With a central communication hub, deliver timely, relevant, data-driven digital marketing that fuels engagement throughout the customer lifecycle.

**Customer Lifetime Value.** Gain insight into the true profitability of your customers by capturing all interactions and transactions in a single system. Use this data to make more educated decisions on marketing spend and targeting segments that are most profitable.

# INTELLIGENT ORDER ORCHESTRATION

Meet customer expectations to buy, fulfill and return goods anywhere while maximizing profitability. It's easy when you have centralized order management and a single view of inventory across all channels and the supply chain.

Thos. Baker provides an engaging online experience, while optimizing order and inventory management with SuiteCommerce. [Watch How](#)

## **Fulfill Orders Quickly and Effectively**

Manage orders from multiple channels—POS, web, call center, mobile, kiosk—all in one place. Customers, suppliers and partners always know exactly what's happening with every order. You'll process orders faster, satisfy more customers and lower operational costs.

## **Optimize Inventory**

Real-time, enterprise-wide inventory visibility, including stores, is key to enabling a buy anywhere, fulfill anywhere experience. You'll reduce excess inventory, capture lost sales and promote the most profitable products to your customers.

## **Better Manage Suppliers and Stock Levels.**

Connect global supply and distribution chains to ensure real-time information sharing, better coordination, increased responsiveness and shortened time to market.



# UNLIMITED EXPANSION

Be ready to respond to opportunities by quickly deploying sites for multiple business models, channels, brands, countries, currencies and languages, all on the same platform.

Maclaren rapidly expands global B2C and B2B websites with SuiteCommerce. [Read How](#)

## **Expand Globally**

Run your business around the world from a single platform that supports multiple countries, languages, tax rates and currencies. Easily consolidate multi-subsidary reporting.

## **Multiple Brands, Multiple Sites.**

Create and manage multiple websites for individual brands, geographies and business models—all from a single site instance.

## **Support Any Selling Model**

Combine business-to-consumer (B2C) and business-to-business (B2B) selling models on a single platform with a dramatically lower investment and no need to maintain separate systems.

# UNIFIED COMMERCE PLATFORM

With a cloud-based infrastructure that unifies business applications and provides a central repository for order management and customer, item and inventory data, create seamless, omnichannel, brand experiences and streamline your business.

Williams-Sonoma powers global omnichannel expansion with SuiteCommerce. [Read How](#)

## **One Complete Commerce Platform**

Eliminate integrations between separate systems with natively unified ecommerce, POS, inventory and order management, marketing, merchandising, customer service and financials.

## **Run Your Business Better**

Gain unprecedented, real-time visibility across your business by consolidating fragmented sources of data into a single repository to make informed, timely business decisions.

## **Ultimate Business Agility**

Our cloud-based solution provides the flexibility and adaptability needed to keep pace with business, reduce operational costs, increase efficiencies and eliminate the hassles of managing hardware and software.

# Companies Using SCA

INKJET SUPERSTORE

TK MAXX

BOOQ BAGS

PLANET DOG

IGLOO

FOUND MY ANIMAL

BONMARCHE

LAURA ASHLEY

TESCO

MAGELLAN

WINGTIP

SADDLEBACK LEATHER CO.

JOSEPH

ARSENAL

PATRIOT OUTFITTERS

AFLORAL.COM

TENO

FOUND MY ANIMAL

BOOHOO

THOS. BAKER

TREE OF LIFE

ENVIROCENT

PHILZ COFFEE

THE METROPOLITAN  
MUSEUM OF ART STORE



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## In Closing...

As a pioneer in the commerce industry since 1998, NetSuite was the first to provide an ecommerce solution that unified ecommerce with your back office systems.

Today, SuiteCommerce 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 everything it needs to succeed.

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Get in Touch

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