

A woman with long, dark, curly hair is wearing a brown knit beanie and a yellow sweater with a dark scarf. She is looking down at a smartphone in her hands. The background is a blurred city street scene with buildings and a sign that says "LA".

# SUITECOMMERCE

Complete Commerce Solution  
for Delivering a Unified  
Customer Experience

# BUILD YOUR BUSINESS AROUND YOUR CUSTOMERS, NOT CHANNELS

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Today's customers expect consistent and highly personalized shopping experiences, regardless of channel or touchpoint. Satisfying that desire builds loyalty, deepens relationships and grows your business. Yet most businesses don't have the infrastructure to provide this kind of customer experience.

Those companies are often burdened with a mix of legacy systems and new channel technologies that are siloed and produce redundant data. They lack the real-time inventory visibility and order management across channels needed to offer customers a "buy anywhere, get anywhere" experience. Trying to synchronize critical inventory and customer data with customer-facing systems is almost impossible. The result: business inefficiency, customer frustration and brand discontent.

## TODAY'S COMMERCE

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Successful businesses have moved beyond the limits of individual channels and touchpoints to deliver true omnichannel shopping and service experiences. With an infrastructure that unifies business applications and provides a single source of item, inventory, customer and order data, it's possible to create seamless, channel-agnostic, personalized experiences.

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



“With SuiteCommerce we’re better able to provide the superior shopping experience our discriminating customers expect.”

THOS. BAKER

## TRANSFORM YOUR BUSINESS

**Differentiate**, adapt and bring innovation to your business faster

**Create** uniquely branded and engaging shopping experiences optimized for any device

**Gain** a single view of each customer across all channels for complete visibility into all online, in-store and call center activities

**Fulfill** orders from multiple inventory locations to achieve optimal operational efficiency and customer satisfaction

**Streamline** operations and eliminate costly, error-prone

integrations between separate systems with a unified cloud commerce platform tied directly to your back office systems

**Provide** a continuous buying journey by unifying the online and in-store experience

**Accelerate** your speed of business across new channels, geographies and brands without purchasing additional licenses and investing in additional infrastructure



# DELIVER INNOVATIVE CUSTOMER EXPERIENCES

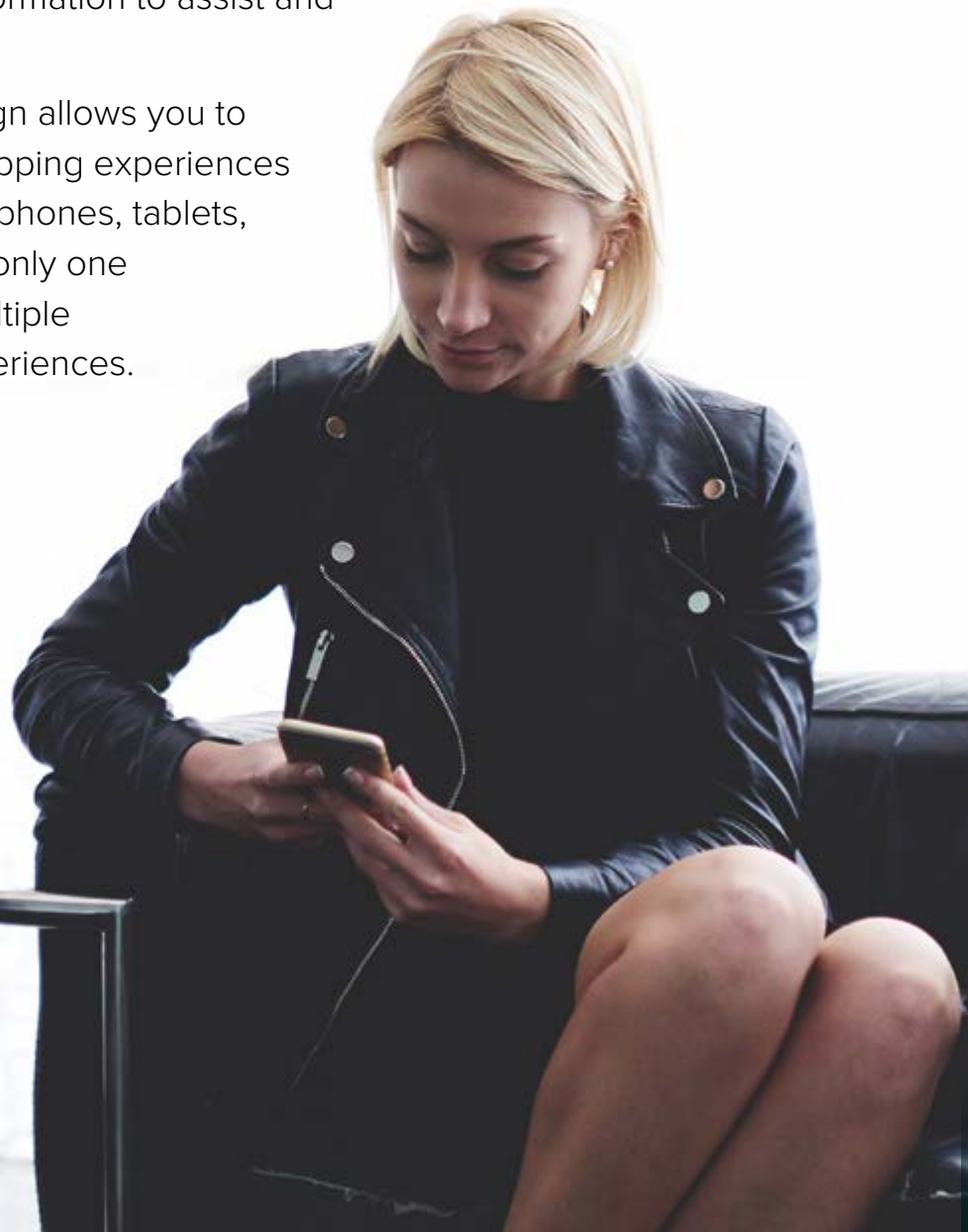
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Rapidly create unique, personalized and compelling mobile, web and in-store experiences that differentiate your brand and exceed customer expectations.

**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.



# GET A 360° CUSTOMER VIEW

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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 and drives revenue 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.

“NetSuite is unique in offering integrated ecommerce and CRM that gives us new insights into customer interactions over our website and call center for better service, targeting and promotions.” **CLEANERS SUPPLY**

# INTELLIGENTLY MANAGE ORDERS AND INVENTORY

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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.

**Fulfill orders quickly and effectively.** Manage orders from multiple channels— store, 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.

# UNLIMIT YOUR POTENTIAL FOR GROWTH AND EXPANSION

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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.

**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.



“We wanted one global solution that could manage everything and help us grow and expand without having to continue to reinvest in technology and different point solutions.” MACLAREN

**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.





# RUN YOUR BUSINESS ON A UNIFIED PLATFORM

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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, brand experiences.

**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.





“NetSuite has helped us improve business performance and cut costs. 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**

## **TAKE ADVANTAGE OF SUPERIOR SUPPORT & UNMATCHED EXPERTISE**

**SuiteConsulting** Applying deep industry expertise, SuiteConsulting helps you tailor your SuiteCommerce solution to your unique business requirements.

**SuiteSupport** When you have questions or need assistance, NetSuite’s SuiteSupport team is at your service 24/7.

**SuiteApps** Innovative, third-party solutions are available to further extend and enhance your commerce experience.

**Commerce Agency Program** An ecosystem of leading creative digital agencies provide web design and unique functionality on the SuiteCommerce platform.

