

# NetSuite for Retail

Designed to Satisfy Your Omnichannel Shoppers

## Key Benefits

One complete system covering, ecommerce, CRM and marketing, inventory and order management, business intelligence and financials

- Integrates all channels:
  - Web
  - Mobile
  - Call Centres
  - Suppliers
- Provides visibility across your entire business
- Delivers a single view of the customer across all channels

“FOLLOWING THE DECISION TO GO WITH NETSUITE WE LAUNCHED FOUR WEBSITES IN UNDER 100 DAYS, FOR THOSE WHO HAVE NEVER DONE ANYTHING LIKE THAT BEFORE, IT’S HUGE. WE WERE DEFINITELY SUPERHEROES FOR A WHILE AND THE PLATFORM ENABLED US TO DO THAT.”

Williams-Sonoma

## Why Run Your Retail Business on NetSuite?

Today’s consumers are more demanding than ever. They want to shop whenever and however they please through any channel—without sacrificing choice, convenience or price. Establishing an effective omnichannel strategy can deliver substantial and tangible results for your retail business in Asia.



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Forrester Research estimates that on average, cross-channel shoppers spend 30% more than single-channel shoppers.

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NetSuite is the only cloud business software suite that brings together every step of a multi-channel, multi-location retail business—ecommerce, CRM, marketing, inventory and order management, and financials. Only NetSuite gives you real-time visibility into your entire retail operation, accessible from anywhere at any time. With NetSuite, you get a single view of the business across all channels, ensuring that your customer, order, inventory and financial information is always up to date and that you deliver the personalised experience your customers expect across every touchpoint.

### NetSuite for Retail Provides:

- A single, integrated solution to manage your entire retail business.
- Complete 360-degree view of the customer across all channels and touchpoints.
- Support for multiple locations and channels from a single platform.
- Powerful ecommerce capabilities on any device.
- Central management of all pricing and promotions.
- Visibility into sales and inventory data across all stores and warehouses.
- Cross-channel order management and fulfilment.
- Marketing tools to target and segment offers.
- Easy customisation for your specific retail requirements.
- A lower cost than on-premise retail systems.

### 360° Customer View

- Connect customer interactions
- Cross-channel management of customer
- Lifetime order history
- Targeted and personalised marketing

### Online Commerce

- Optimised web stores for smartphones, tablets and desktops
- Multi-site and multi-country support from a single account
- B2B and B2C web stores on the same platform
- Multiple payment options
- Dynamic merchandising
- Powerful search and guided navigation
- Flexible coupon and promotion management tools
- 24/7 self-service centres

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According to Forrester Research, 68% of multi-channel shoppers are more likely to purchase from a brand whose products are available through multiple channels.

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### Deliver Seamless Cross-Channel Functionality

Support cross-channel processes such as buy online/pickup in store, buy online/return to store and order in store/fulfil from anywhere. NetSuite's single commerce platform enables you to bridge the gap across channels and satisfy today's consumers.

### Get Closer to Your Customers

With NetSuite, you get a 360-degree view of each customer so that you can deliver personalised service, build customer loyalty and provide a relevant, engaging shopping experience with your brand. See their purchase history and communications with your company and whether they interacted with your brand online, at a brick-and mortar store location or with a sales representative. Provide personalised marketing to your customers based on their purchase history or demographics. Offer customers self-service options to view their online purchase history, reorder and find answers to their questions 24/7.

### Engaging Ecommerce Experiences Across All Devices

NetSuite makes it easy to deliver a personalised and engaging experience to your customers online with any device—desktop, smartphones and tablets, using our SuiteCommerce platform. Build a high-impact web store from the ground up with simple-to-use tools, or simply integrate your existing site. A full featured web store integrates directly into your business, eliminating time spent manually transferring orders from your web store to inventory, shipping and accounting. Promotions and discounts are quickly and easily extended to the web, and tax and shipping charges for online and offline sales are kept consistent. You can manage multiple web stores and catalog businesses all in one place—and NetSuite enables a global web presence, with multiple language and currency options plus built-in customs documentation for shipping.



### Optimise Business Operations

- GL, accounts receivable, accounts payable
- Inventory management and fulfilment
- Time and billing
- Purchasing
- Pick/pack/ship
- Drop shipment/special order
- Integrated FedEx, UPS and USPS shipping functionality

### Order Management is the Heart of Your Business

Meet customer expectations to buy, fulfil and return anywhere while maximising profitability by centralising order management and having a single view of inventory across all channels and the supply chain. NetSuite Order Management provides the ability to meet and exceed rising customer expectations for omnichannel fulfilment while boosting profitability and optimising inventory.

### Manage Marketing Campaigns and Promotions

NetSuite offers extensive marketing campaign and promotional capabilities to help you find new customers, encourage repeat business and increase average sale size. You can create and execute highly targeted, personalised email campaigns within NetSuite, as well as manage paid and online search and affiliate marketing. With closed-loop marketing, you can see revenues and understand ROI for all campaigns in real time. NetSuite's automated upsell and cross-sell functionality lets you offer add-on products at the register or in the web store. NetSuite also provides promotional capabilities such as multiple discounting options, volume pricing and customer-specific discounts.

“NETSUITE GIVES US AN INCREDIBLE ABILITY TO OBSERVE CUSTOMER BROWSING AND BUYING PATTERNS, TO QUICKLY RESOLVE ANY CHOKES POINTS THAT EMERGE AND TO GUIDE REGULAR SITE IMPROVEMENTS TO IMPROVE THE SHOPPING EXPERIENCE.”

Evita Peroni

### See a Unified View of Your Business

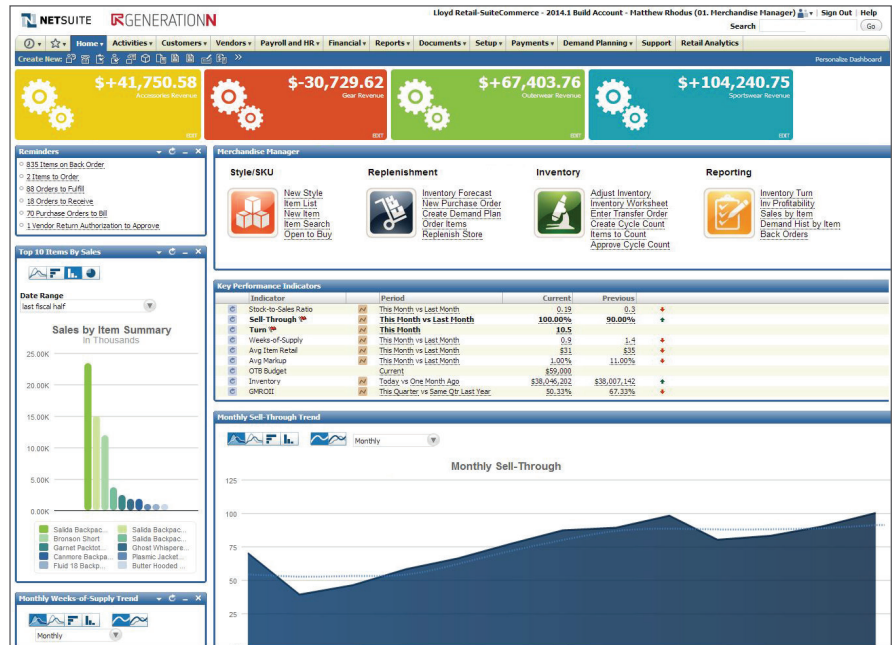
With NetSuite, transaction data flows from all of your retail channels to your warehouse and procurement departments. Invoice and expense data flows to the finance department and customer data flows to the marketing department. This gives the appropriate people in your organisation real-time visibility into sales, inventory and customers across all channels and facilitates better decision making.

## Business Intelligence

- Single data source from all channels.
- Analyse results and identify trends in channels, suppliers and customer behavior
- Gain actionable insights from smarter decision-making organisation wide
- Measure marketing campaign effectiveness
- Role-based dashboards
- Real-time key performance Indicators
- Direct drill-down

## Manage by Metrics

Retailers can manage their businesses with key metrics and make timely, fact-based decisions with dashboard analytics ranging from inventory and sales reports to expenses and marketing campaign ROI. All statistics can be viewed as key performance indicators (KPIs), graphical report snapshots and trend graphs in real time.



“WE HAVE TRIPLED OUR PRODUCTIVITY, ENHANCED OUR RISK MANAGEMENT, AND REDUCED OUR OVERALL ECOMMERCE IT EXPENDITURES BY MORE THAN 20 PERCENT SWITCHING TO NETSUITE.”

Magellan GPS

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