

NetSuite for Retail

Run Your Entire Retail Business with One Commerce Business System

KEY BENEFITS

- One complete system covering financials, merchandising, marketing, inventory and order management, business intelligence and customer support
- Integrates all channels:
 - Stores/point of sale
 - Web
 - Mobile
 - Call centers
 - Suppliers
 - Wholesale distributors
- Provides visibility across your entire business
- Delivers a single view of the customer across all channels



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 cost. Getting your multi-channel strategy right can deliver substantial and tangible results for your retail business.

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

NetSuite for Retail is the only cloud business software solution that brings together every step of a multi-channel, multi-location retail business—POS, ecommerce, CRM, marketing, merchandising, 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 experience your customers expect across every touchpoint.

NetSuite for Retail Solution Provides:

- 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 system
- Full-featured and easy-to-use POS
- 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
- Marketing tools to target and segment offers
- Customer relationship management across all channels and touchpoints
- Easy customization for your specific retail requirements
- Lower cost than on-premise retail systems

NETSUITE RETAIL CUSTOMERS INCLUDE:

Beyond the Rack



ONLINE ECOMMERCE

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

One Commerce Business System

Align your business and make smarter decisions in planning, pricing, merchandising and inventory management with a single, unified commerce system. NetSuite provides a single data source to run your business—financials, CRM, order management, and inventory and warehousing. This allows you to optimize profitability, reduce operational costs, build customer satisfaction and seize opportunities for growth without spending a fortune integrating your commerce solution with your back-end business systems.



Complete solution that seamlessly links your entire retail business

“With NetSuite, we can see customer, transaction and inventory data in real time. We have put aside concerns about the next day and focus on our mission which is creating holiday magic.”

—The Noerr Program

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

Deliver a Superior In-Store Experience

NetSuite for Retail meets the in-store retailing needs of multi-location retailers with a full-featured POS that enables you to quickly and accurately process transactions while delivering personalized customer service. With an easy-to-use touch screen interface, intuitive transaction flow and extensive search capabilities, NetSuite for Retail makes it easy to deliver a unified shopping experience, offer instant promotions and capture detailed customer and transaction information right at the POS.



Incorporate the power and functionality of a traditional retail POS workstation into a mobile device to service customers anywhere at any time. Conveniently conduct sales transactions, secure payments and print customer receipts. From the mobile device, sales associates can review customer information, perform item look-ups while on the sales floor, determine quantity on hand and even locate out of stock items in order to save-the-sale. Mobile POS gives customers an experience they won't forget while allowing store associates and managers to get out from behind the counter and be more productive on the sales floor.

IN-STORE POINT OF SALE

- Integrated credit, debit and gift card processing
- Multiple POS hardware options
- Multiple levels of security
- Special-order management
- Cash-drawer management
- Time clock tracking
- Intuitive, easy-to-use touch screen
- Definable keyboard, receipts and user interface
- Captures valuable customer information
- Returns and refund management
- Mobile POS

360° CUSTOMER VIEW

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



“ We needed a proven retail solution with the flexibility to meet our growth demands without sacrificing multi-channel customer data. The real-time information we have with NetSuite Retail Anywhere gives us 360 degrees of visibility across all of our channels, allowing us to provide exceptional customer service to our military and civilian customers, holding true to our mission statement: ‘We support our troops, every day.’ ”

—Patriot Outfitters

Engaging Ecommerce Experiences Across All Devices

NetSuite for Retail makes it easy to deliver a personalized and engaging experience to your customers online with any device—desktop, smartphones and tablets, using our SuiteCommerce platform. Build a high-impact webstore from the ground up with simple-to-use tools, or simply integrate your existing site. A full-featured webstore integrates directly into your business, eliminating time spent manually transferring orders from your webstore 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 webstores and catalog businesses all in one place—and NetSuite for Retail enables a global web presence, with multiple language and currency options plus built-in customs documentation for shipping.

Manage Multiple Channels and Locations

Track inventory, orders and customers across multiple online and brick-and-mortar channels. Create a website, publish to Amazon and integrate all of the information with your retail outlets. Manage all of your stores with a unified inventory and order management system that gives you visibility across all your locations in real time. Efficiently analyze, order, price and distribute inventory across your retail channels.

OPTIMIZE BUSINESS OPERATIONS

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

“NetSuite has helped us grow by working closely with us to deliver a striking look-and-feel on our websites, with the custom work on the back-end we need to support our processes. SuiteCommerce gives us top-notch design on a top-notch platform.”

—KASK America

BUSINESS INTELLIGENCE

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



Get Closer to Your Customers

With NetSuite for Retail, you get a 360-degree view of each customer so that you can deliver personalized 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 an online store, a brick-and-mortar location or with a sales representative. Provide personalized 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.

Manage Marketing Campaigns and Promotions

NetSuite for Retail 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, personalized 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 webstore. NetSuite for Retail also provides promotional capabilities such as multiple discounting options, volume pricing and customer-specific discounts.

See a Unified View of Your Business

With NetSuite for Retail, 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 organization real-time visibility into sales, inventory and customers across all channels and facilitates better decision making.

Manage by Metrics

Retail companies 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.

