

SuiteCommerce – Just the Facts

Key Features

Ecommerce solution that enables B2B and B2C merchants to deliver relevant and engaging online experiences.

- Drag and drop site management tools
- Mobile optimized using pre-built responsive storefront themes
- Faceted navigation and search
- SEO-friendly schema markup tools and sitemap generator
- Merchandising, promotion and campaign management
- Self-service account portal
- Personalized product catalogs and product recommendations
- Checkout payment gateways that offer credit card, promo code, gift card and invoicing payment options
- Real-time price and inventory data from NetSuite ERP
- SuiteApp extensions (native and third-party)
- Integrations with Google Analytics and Google Tag Manager

Key Benefits

- Create unique and engaging online shopping experiences on any device.
- Support both B2B and B2C selling models on the same platform with a dramatically lower investment.
- Avoid version lock with true SaaS managed upgrades.
- With NetSuite inventory management, fulfill orders from multiple inventory locations to achieve optimal operational efficiency and customer satisfaction.
- Easily add new site features and functionality with extensions.
- Grow and expand across new sites, channels, geographies and brands without investing in more infrastructure.
- Eliminate integrations between separate systems with natively unified ecommerce, POS, inventory and order management, marketing, merchandising, financials and support.

Target Audience

- Key Roles: CMO, COO, CTO, VP of Technology, Director of Ecommerce, Director of Sales, Director of Operations, Website Designer, Merchandising Manager, Marketing Manager.
- Target: B2B and B2C products-based companies that already have an online presence or are looking to get started with ecommerce.
- Pre-requisites: Must be live on NetSuite ERP in order for SuiteCommerce to work.

Value & Impact

- Accelerate revenue growth by up to 5%.
- Improve customer retention by up to 5%.
- Bolster profit margins by up to 0.5% by reducing order handling and intervention.
- Reduce customer service costs by up to 50% by having customer, product, inventory and transaction data all in one location.
- Reduce integration costs between NetSuite and third-party ecommerce platforms by 100%.
- Reduce product catalog maintenance efforts by at least 50%; potentially more if selling through multiple channels.

SuiteCommerce – Just the Facts

Discovery Questions, Pain Points and Value Proposition

Running a stand-alone ecommerce system means you're probably manually entering your online orders or doing batch imports into NetSuite, causing delays and errors with order and inventory management. Or if your website is manually integrated into NetSuite you have ongoing integration and maintenance costs. Changes to the front end of the website cause problems when trying to map those changes back into NetSuite.

Pain Point	Discovery Question	NetSuite Value Proposition
Currently using different solutions for B2B and B2C ecommerce.	What business models do you support? How do you support them?	SuiteCommerce supports both direct to consumer and B2B selling models from the same solution.
Fractured multi-channel shopping experiences.	What channels do you sell through? Do they speak to each other?	NetSuite provides a single source of customer, order and inventory data to power seamless multi-channel shopping experiences.
Inaccurate inventory and pricing.	Do you have any issues with overselling, inaccurate pricing or inventory stock on your site?	SuiteCommerce optimizes inventory management by automatically syncing front-end website and back-office inventory and financial data.
Order processing delays.	Do you use multiple systems for checkout and order fulfillment? How long does it take to process orders for shipment?	SuiteCommerce centralizes order management to fulfill orders quickly, efficiently and profitably.
Third-party integrations have performance issues and require too much maintenance.	Do you use third-party integrations to connect ecommerce to NetSuite? Are they reliable?	SuiteCommerce eliminates the need for costly and error-prone third-party integrations.

Objection Handling

- We require more website customizations than the base SuiteCommerce themes.
Response: If you need customization, then SuiteCommerce Advanced is a better fit.
- SuiteCommerce is more expensive than other ecommerce platforms.
Response: By streamlining all commerce operations under one unified system, merchants ultimately see a lower total cost of ownership than other disparate solutions.
- SuiteCommerce doesn't have a plugin app market like Shopify and Magento.
Response: NetSuite's SuiteApp marketplace has 120+ ecommerce extensions (50+ by NetSuite).

Additional Resources

- [Web Site](#)
- [Data Sheet](#)
- [Explainer Video](#)
- [B2B Product Demo Video](#)
- [B2C Product Demo Video](#)
- [Blog](#)
- [Suite Fundamentals Webinar](#)