A PATHWAY TO SUCCESS

Leading Practices for Wholesale Distribution

With thousands of successful implementations, NetSuite has a deep understanding of wholesale distribution businesses across all sectors and the many challenges they face. As the pace of change in business accelerates—especially for those still relying on aged, on-premise ERP systems, wholesale distributors are struggling to keep up. As they strive to improve business performance and increase customer satisfaction in an increasingly competitive environment, they are struggling with:

- Metrics based on unreliable data
- Ineffective inventory utilization
- Difficulty expanding into multiple channels
- Inefficient order processes and inaccuracies
- Order orchestration and inventory visibility issues
- Manual processes that cannot scale

NetSuite:
Built with leading practices for wholesale distributors

Continuous Customer Lifecycle Engagement to ensure seamless continuity from sales to services to support.

Full visibility across the organization to operate at the speed of modern business, drive results and scale.

More than 3,000 hours worth of industry-leading best practices already built in to the system.

Nearly two decades of expertise across thousands of wholesale distribution deployments to drive value on Day 1.

100+ pre-built reports and pre-configured roles with dashboards and business intelligence metrics.
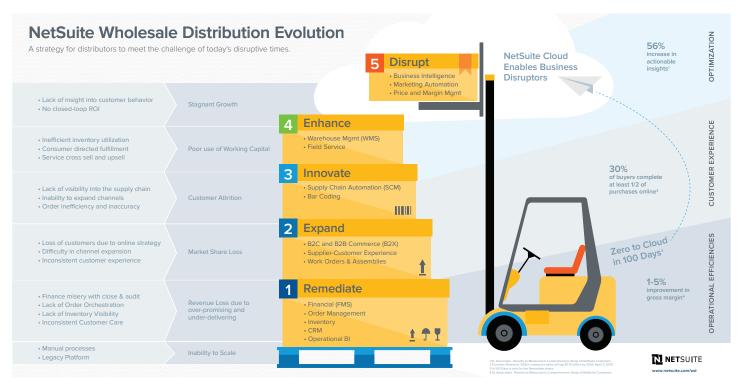
"There is no other company that can provide WDs with a complete solution that delivers Business-to-Business (B2B) and Business-to-Consumer (B2C) commerce, marketing, sales, management, sourcing, warehousing, and support capabilities built into one customizable platform." — Frost & Sullivan

As they seek to address these challenges, wholesale distribution companies are concerned about the time and capital required to fix their back-end systems. However, they realize that the ability to rapidly adapt and scale is critical to their success. What they need is a proven solution that can rapidly accelerate their business with a modern architecture—to go from zero to cloud in 100 days or less. What they need is NetSuite.

NetSuite delivers a unique set of processes, activities and systems specifically designed to deliver rapid value. It provides our customers with a strong foundation to transform their business with a pre-configured solution and methodology that includes proven:

- Detailed workflows
- Pre-configured functional roles
- Dashboards
- KPIs

These leading practices leverage NetSuite's unmatched experience and knowledge in wholesale distribution. The focus is on enabling our customers to rapidly meet their business objectives and seamlessly grow and scale with NetSuite.

NetSuite Wholesale Distribution Evolution
A strategy for distributors to meet the challenge of today's disruptive times.

5 Disrupt
- Business Intelligence
- Marketing Automation
- Price and Margin Mgmt

NetSuite Cloud Enables Business Disruptors

56% increase in actionable insights[1]

OPTIMIZATION

- Lack of insight into customer behavior
- No closed-loop ROI

Stagnant Growth

4 Enhance
- Warehouse Mgmt (WMS)
- Field Service

- Inefficient inventory utilization
- Consumer directed fulfillment
- Service cross sell and upsell

Poor use of Working Capital

3 Innovate
- Supply Chain Automation (SCM)
- Bar Coding

CUSTOMER EXPERIENCE

- Lack of visibility into the supply chain
- Inability to expand channels
- Order inefficiency and inaccuracy

Customer Attrition

30% of buyers complete at least 1/2 of purchases online[2]

2 Expand
- B2C and B2B Commerce (B2X)
- Supplier-Customer Experience
- Work Orders & Assemblies

- Loss of customers due to online strategy
- Difficulty in channel expansion
- Inconsistent customer experience

Market Share Loss

Zero to Cloud in 100 Days[3]

OPERATIONAL EFFICIENCIES

1-5% improvement in gross margin[4]

1 Remediate
- Financial (FMS)
- Order Management
- Inventory
- CRM
- Operational BI

- Finance misery with close & audit
- Lack of Order Orchestration
- Lack of Inventory Visibility
- Inconsistent Customer Care

Revenue Loss due to over-promising and under-delivering

- Manual processes
- Legacy Platform

Inability to Scale

1 SL Associates – Results as Measured in Comprehensive Study of NetSuite Customers
2 Forrester Research, B2B e-commerce sales will top $1.13 trillion by 2020, April 2, 2015
3 In 100 Days is only for the Remediate phase
4 SL Associates – Results as Measured in Comprehensive Study of NetSuite Customers

NETSUITE
www.netsuite.com/wd

NetSuite's proven methodology for distribution success.

A Proven Path to Success for Wholesale Distributors

NetSuite delivers a unified and phased pathway for our customers to succeed and scale their business. Here is how it works:

- The first step is all about making sure wholesale distributors have a single view of customers, orders, items and inventory. From our experience in the sector, we know just how difficult it is to sell anything without it. Getting a wholesale distribution business on a real-time platform so all channels are operating from a unified base is the critical foundation. NetSuite has seen customers improve gross margins 1–5%.

- Once there, wholesale distributors are in a better position to add ecommerce or other omnichannel capabilities to enhance and provide a greater customer experience. This phase is critical as increasingly buyers move online, according to the latest research, 30% of buyers complete at least ½ of their purchases online.

- From there, they are freed from the constraints of their legacy systems and are ready to tackle challenges such as a lack of visibility or inefficiencies in their supply chain.

- Ultimately, the focus turns to more innovative and disruptive strategies such as pricing and margin management and business intelligence. NetSuite has seen its customers improve their actionable insights by over 56%.

NetSuite:
At a glance

- World's #1 Cloud Business Software Suite
- Run by 30,000+ organizations
- Fastest growing financial management software provider according to Gartner
- Publicly traded (NYSE: N)
- Founded in 1998

FROST & SULLIVAN

2015

BEST PRACTICES AWARD

Award-winning
2015 Cloud ERP for Wholesale Distribution Customer Value Leadership

Rapid implementation
NetSuite uses the experience gained from thousands of wholesale distribution deployments to speed ROI. Expert implementation equips customers to make the most of NetSuite and expand towards next-generation solutions.

- Implementation in 100 days
- Deep distribution industry expertise
- Proven leading practices
- Pre-built configurations
- Turnkey setup and training

Proven ROI
- 20% to 30% reduction in inventory costs
- 60% to 80% reduction in customer backorders
- 2% to 10% increase in revenue performance

NetSuite delivers a number of roles that are pre-configured to ensure rapid adoption and quick speed of implementation:

- Senior Executive
- Supply Chain Manager
- Administrator
- Sales
- AR Analyst
- AP Analyst
- Sales Manager
- Marketing Manager
- Controller
- IT Manager
- Warehouse Operations
- Customer Service
- Executive Assistant—Mobile

Delivering Transformative Results

Solution providers will often talk about 'roles'—however, NetSuite delivers all the tools needed from day one so that anyone can get up and running quickly with the right workbench to be successful. Whatever the job function, it will come pre-configured with all the KPIs, reminders, reports and value-driven dashboards for daily and strategic needs—proven from years of real-world use by thousands of people in similar roles at wholesale distribution companies.

In a study by SL Associates, wholesale distribution companies reported stunning improvements in key performance metrics after switching to NetSuite's cloud-based software solution.

Actionable Business Insights	+ 50% to 80%
Gross Margin Performance	+ 1% to 5%
Revenue Performance	+ 2% to 10%
Inventory Costs	− 20% to 30%
Obsolete Inventory Carrying Costs	− 20% to 40%
Customer Backorders	− 60% to 80%
IT Resource Costs	− 50% to 75%
Disaster Recovery Costs	− 50% to 75%

"NetSuite has the functionality to support the diversification of our business and the introduction of new product lines. And we can quickly and easily add functionality as required. Put simply, we would not have been able to power our growth without NetSuite."

—**Tim Cunningham,** CEO, The Beauty Collective

NetSuite has packaged nearly two decades of experience from thousands of wholesale distribution deployments into a set of leading practices that paves a clear pathway to success and is proven to deliver rapid business value.

Are you ready to put NetSuite leading practices to work and take your business from zero to cloud in 100 days or less?

NETSUITE