

# 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 centres
  - 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 RETAIL CUSTOMERS INCLUDE:



## NetSuite for Retail Solution Provides:

- Single, integrated solution to manage your entire retail business
- Complete CRM and 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 and promotions
- Easy customisation for your specific retail requirements
- Lower cost than on-premise retail systems

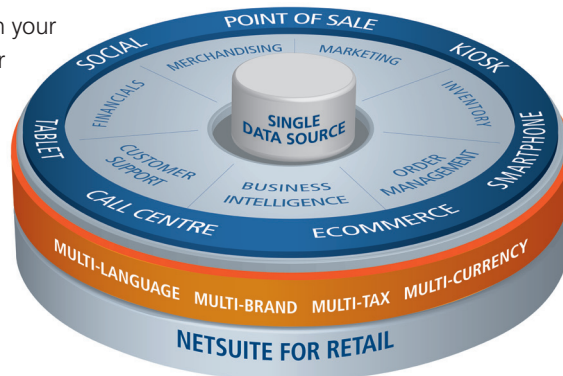
 To find out more, contact NetSuite at +65-6248-4920 or email: [infoSG@netsuite.com](mailto:infoSG@netsuite.com).

### ONLINE ECOMMERCE

- Optimised 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 centres

### One Commerce Business System

NetSuite provides a single data source to run your business—commerce, financials, CRM, order management, and inventory and warehousing. This allows you to optimise 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*

“ 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

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.

### IN-STORE POINT OF SALE

- Integrated credit, debit and gift card processing
- Multiple POS hardware options
- Multiple levels of security
- Process special orders and discounts
- Cash-drawer management
- Time clock tracking
- Intuitive, easy-to-use touch screen
- Definable keyboard, receipts and user interface
- Robust valuable customer data capture
- Returns and refund management
- Mobile POS

### Deliver a Superior In-Store Experience

NetSuite makes it easy to deliver a superior and unified shopping experience at physical points of sale. With customer-focused functionality and flexibility built in at every step, NetSuite retail POS empowers retailers with the tools and information they need to delight customers and maximise sales at every visit.



With a comprehensive transaction set and extensive search capabilities, cashiers can easily locate out-of-stock items, offer instant promotions at the POS and capture detailed customer information to facilitate targeted offers and campaigns through NetSuite’s CRM and marketing tools. NetSuite also offers mobile POS devices enabling you to deliver enhanced service and maximise productivity without being tethered to a fixed POS.

### Key Benefits

- Save the sale with inventory visibility across the enterprise
- Multiple levels of security for cashiers, sales associates and managers
- Quick checkout with integrated payment processing
- Valuable customer information and promotions at the POS
- Personalised, easy-to-use and intuitive retail POS touch screen interface
- Service customers anywhere, anytime with mobile POS

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### 360° CUSTOMER VIEW

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



“NetSuite gives us an incredible ability to observe customer browsing and buying patterns, to quickly resolve any choke points that emerge and to guide regular site improvements to improve the shopping experience. Since going live almost two years ago, our webstore has become like a Michelangelo fresco – bigger than we could have imagined and a continual work in progress.”

—EVITA PERONI

### Engaging Ecommerce Experiences Across All Devices

NetSuite makes it easy to deliver a highly personalised 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. Full integration directly into your business enables promotions and discounts to be 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 catalogue 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

- Manage all of your stores with a unified customer, inventory and order management system that gives you visibility across all your online and bricks-and-mortar channels in real-time
- Create a website, publish to Amazon and integrate all of the information with your retail outlets
- Efficiently analyse, order, price and distribute inventory across your retail channels

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**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

**Get Closer to Your Customers**

With NetSuite, you get a complete 360-degree view of every customer in every channel to provide the insight you need to deliver personalised service, build customer loyalty and increase revenue.



**Key Benefits**

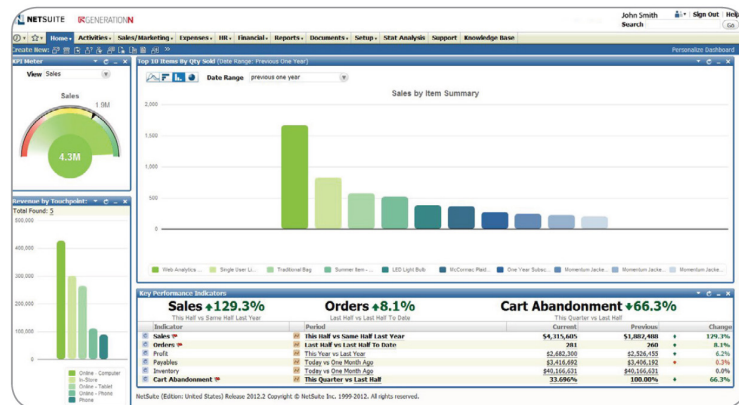
- See their purchase history and communications with your company, and whether they interacted with an online store, a brick-and-mortar location or with a sales representative
- Provide personalised marketing to your customers based on their purchase history or demographics
- Offer customers self-service options to view their online purchase history, reorder and find answers to their questions 24/7

**BUSINESS INTELLIGENCE**

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

**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, personalised email campaigns, as well as manage mobile, search engine optimisation, and affiliate marketing. With powerful analytics, you can improve your marketing ROI by pinpointing revenue received from each campaign in real-time. Increase cross-sell and upsell revenue with automated functionality that lets you offer add-on products at the register or in the webstore based on detailed customer data. 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 organisation real-time visibility into sales, inventory and customers across all channels to facilitate better decision making.

**Manage by Metrics**

Use your data to run your business better. Manage your retail business with key metrics and dashboard analytics ranging from inventory and sales reports to expenses and marketing campaign ROI to help you make timely, fact-based decisions. All statistics can be viewed as key performance indicators (KPIs), graphical report snapshots and trend graphs in real-time.

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