



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-premises 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 utilisation.
- 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 organisation** 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.
- **Over 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 customisable 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 realise 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. *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:

- Standard nine pre-configured functional roles including specific dashboards.
- Premium 15 pre-configured functional roles including specific dashboards.
- Hundreds of additional custom reports and KPI's build into the edition.

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.

**ORACLE**  
**NETSUITE**

**NetSuite Stairway  
For Wholesale Distribution**

[www.netsuite.co.uk/wd](http://www.netsuite.co.uk/wd)



**Establish**

- Financials
- CRM and order management
- Inventory management
- Procurement management
- Returns and customer service

**Elevate**

- Rebate management
- Financial planning and budgeting
- B2B ecommerce and self-service
- Warehouse management
- Optimise packing and shipping operations

**Expand**

- People management
- Quality management
- Business insights and reporting
- Fixed asset management

**Accelerate**

- Sales optimisation
- International expansion
- Revenue management
- Project management

**Dominate**

- Business AI
- Operate globally
- Internet of Things
- Transportation management

“NetSuite can grow with us. I feel like we’ve just scratched the surface of what NetSuite can do.” Katie Hembree, Operations Manager, Tactical Medical Solutions, Inc

## 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

- Used by more than 36,000 customers in 217 countries and dependent territories
- Fastest growing financial management software provider, according to Gartner<sup>1</sup>
- Founded in 1998

### Rapid Implementation

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

- 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

<sup>1</sup> Gartner, “Market Share: All Software Markets, Worldwide, 2015,” March 31, 2016



#### Standard

- Financial Controller
- Inventory Manager
- Warehouse Manager
- Warehouse Operator
- Sales Manager
- Sales
- Senior Executive
- Accounting Manager
- Customer Service

#### Premium

- Chief Executive Officer
- Chief Financial Officer
- Financial Controller
- AR Analyst
- AP Analyst
- Accounting Manager
- Accounting Assistant
- Purchasing Manager
- Sales Manager
- Sales Representative
- Warehouse Manager
- Inventory Manager
- Production Manager
- Marketing Manager
- Customer Service

### 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.

NetSuite has packaged over 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.

Reduced Time to Close Books	75%-90%
Improved Production Efficiency and Lead Times	50%-80%
Reduced Obsolete Inventory Costs	60%-80%
Improved Staff Utilisation Due to Automation	10%-25%
Improved Order Processing Efficiency	45%-75%

Are you ready to put NetSuite leading practices to work and take your business from zero to cloud?

To find out more, contact NetSuite on [Hello-Netsuite\\_GB@oracle.com](mailto:Hello-Netsuite_GB@oracle.com)

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