



THE BUSINESS ADVANTAGE OF CLOUD-BASED SOLUTIONS

Retail

Retailers Have New Needs and Need New Solutions

The pace of change in the retail industry is relentless—and is only likely to increase. New entrants are creating challenging competitive solutions and established companies are having to adopt new ways to find growth and protect themselves from the new entrants. Retailers need solutions that are easy and quick to implement, and that deliver rapid return on investment.

Retail businesses seek an omnichannel solution that integrates the service provided to their customers, wherever the customer seeks a personalised experience—online or in-store. They seek insight into customer behaviour, improvements in inventory utilisation and complete visibility of the supply chain.

Drivers of Cloud Adoption in Retail

- **Clients increasingly seek a holistic online experience** – Omnichannel models demand real-time interactive experience anytime, anywhere to manage the buying, ordering and fulfilment of an order, regardless of channel.
- **Complete visibility of the inventory and supply chain** – It is imperative to meet customer needs by ensuring availability and predictable, fast delivery dates.
- **Customer experience is the primary differentiator** – Businesses are using new approaches to the customer experience to create new growth opportunities. This is enabled by real-time, integrated and well-managed data.
- **Organisations need to become more efficient and effective** – Automating customer interaction through back-office functions and being able to provide 24/7 service at a low cost is imperative.
- **Organisations seek greater flexibility** – Cloud solutions are fast to implement, with cost models that are directly related to activity and size—thus enabling growth and controlling costs.

“NetSuite as a cloud application is absolutely the place to be. The single biggest advantage we have is real-time visibility—we have better control of all aspects of our business.” *Lucy Locket*

Cloud solutions are now seen as a key source of competitive advantage. A recent survey by Frost & Sullivan showed that over 67 percent of organisations across Europe state that they have gained competitive advantage through cloud solutions. Over 55 percent have deployed cloud-based mission critical applications.

NetSuite – World leader in Cloud-Based Business Management/ERP

40,000+ organisations have adopted this mission critical cloud solution. NetSuite was originally envisaged by its founder (Evan Goldberg) as a solution designed to ‘run a business’—it was built 100 percent cloud-based which made it unique in many ways.

NetSuite has since moved forward to become the world’s leading cloud-based, business management solution.

NetSuite’s vision for cloud believes that:

- Every organisation is a cloud organisation.
- The power of cloud is data aggregation.
- The cloud enables entirely new capabilities.

NetSuite’s strength in business process automation is matched by the ability to customise the application to suit the needs of all types of businesses and the specific needs of any one of the 40,000+ organisations.

Advantages of NetSuite for Retail

- **Easy access to all the data** – No matter where or when, a ‘single point of truth’ of data is always available—enabling fast response to indicators and better strategic leadership.
- **Omnichannel-ready** – NetSuite provides ‘out of the box’ online solutions—ready to plug and play and provide a personalised experience for clients online or in-store.
- **Easy to implement** – By adopting the best practices used by over 40,000 organisations a solution can be implemented quickly and easily—with the advantage of introducing those global best practices.
- **Easy on expenditure** – No infrastructure costs, no expensive IT specialists, no costs to upgrade and low costs to implement. Costs are annual and licence-based—avoiding carrying capital costs on the balance sheet and delivering fast return on investment.
- **Easy to support clients** – NetSuite can be accessed anywhere, anytime on most devices—ideal for retail businesses with people in multiple locations.

The Unlimited Company says “we took a rather traditional retail business and have quickly turned it into a forward-thinking operation. NetSuite is going to grow as we grow, with the right warehousing, distribution and in-store capabilities as we need them.”

To find out more, contact NetSuite on info@netsuite.com

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