



# SuiteCommerce

COMPLETE COMMERCE SOLUTION BUILT AROUND YOUR CUSTOMERS



# Customer Commerce

## **BUILD YOUR BUSINESS AROUND YOUR CUSTOMERS, NOT CHANNELS**

Today's customers expect highly consistent and personalised shopping experiences, regardless of channel or touchpoint. Satisfying that desire builds loyalty, deepens relationships and grows your business. Yet most businesses don't have the infrastructure to provide an omnichannel customer view.

Usually, those companies are burdened with a mix of legacy systems and new channel technologies that are siloed and produce redundant data. They lack the real-time inventory visibility and order management across channels needed to offer customers a "buy anywhere, get anywhere" experience. Trying to synchronise critical inventory and customer data with customer-facing systems is almost impossible. The result: business inefficiency, customer frustration and brand discontent.

## TRANSFORM YOUR BUSINESS

- Differentiate, adapt and bring innovation to your business faster.
- Create uniquely branded and engaging shopping experiences optimised for any device.
- Gain a single view of a customer across all channels for complete visibility into all online, in-store and call centre activities.
- Fulfil orders from multiple inventory locations to achieve optimal operational efficiency and customer satisfaction.
- Streamline operations and eliminate costly, error-prone integrations between separate systems with a unified cloud commerce platform tied directly to your operational business systems.
- Extend your footprint by selling through multiple brands and business models atop the same ecommerce platform.
- Accelerate your speed of business growth across new channels, geographies and brands without purchasing additional licences and investing in additional infrastructure.

## TODAY'S COMMERCE

Successful businesses have moved beyond the limits of individual channels and touchpoints to deliver true omnichannel shopping and service experiences. With an infrastructure that unifies business applications and the data that feeds them, it is possible to create seamless, channel-agnostic, personalised experiences.

As a pioneer in the industry since 1998, NetSuite was the first to provide a solution that unified ecommerce with your back office systems. Today, NetSuite's SuiteCommerce platform powers thousands of online businesses helping them grow and expand to new heights. Backed by professional services, an extensive partner ecosystem and dedicated support, SuiteCommerce provides your business with everything it needs to succeed.

“We have tripled our productivity, enhanced our risk management and reduced our overall ecommerce IT expenditures by more than 20% switching to NetSuite.” — Magellan GPS

## DELIVER INNOVATIVE CUSTOMER EXPERIENCES

Rapidly create unique, personalised and compelling mobile, web and in-store experiences that differentiate your brand and exceed customer expectations.

**Design the Experience You Want for Your Brand.** With pixel-perfect design capabilities and unlimited layout control, you can create any customer experience, from altering the page layout to changing the interaction design.

**Any Device.** Responsive web design allows you to build device-optimised online shopping experiences that display elegantly across all devices, from mobile phones to tablets to laptops and desktops. Plus, you'll have only one platform, instead of maintaining multiple fragmented systems and user experiences.

## GET A 360° CUSTOMER VIEW

Now you can provide consistent and personalised cross-channel experiences, targeted marketing and superior customer service with a single view of all customer interactions and transactions across all touchpoints and channels.

**Truly Know Your Customers.** Get a single cross-channel view of every customer to provide consistent and personalised service, build loyalty, deepen relationships and grow lifetime value.

**Personalised Experiences.** Increase sales by segmenting customers to drive engaging and personalised shopping experiences, marketing campaigns and promotions.

## INTELLIGENTLY MANAGE ORDERS

Meet customer expectations to buy, fulfil and return goods anywhere while maximising profitability. It's easy when you have centralised order management and a single view of inventory across all channels and the supply chain.

**Fulfil Orders Quickly and Effectively.** Manage orders from multiple channels—POS, web, call centre, mobile, kiosk—all in one place. Customers, suppliers and partners always know exactly what's happening with every order. You'll process orders faster, satisfy more customers and lower operational costs.

**Optimise Inventory.** Real-time, enterprise-wide inventory visibility, including stores, is key to enabling a buy anywhere, fulfil anywhere experience. You'll reduce excess inventory, capture lost sales and promote the most profitable products to your customers.

**Better Manage Suppliers and Stock Levels.** Connect global supply and distribution chains to ensure real-time information sharing, better coordination, increased responsiveness and shortened time to market.



“Following the decision to go with NetSuite we launched four websites in under 100 days, for those who have never done anything like that before, it’s huge. We were definitely superheroes for a while and the platform enabled us to do that.”

— Rob Bogan, Williams-Sonoma



## UNLIMIT YOUR POTENTIAL FOR GROWTH & EXPANSION

Be ready to respond to opportunities by quickly deploying sites for multiple business models, channels, brands, countries, currencies and languages all on the same platform.

**Expand Globally.** Run your business around the world from a single platform that supports multiple countries, languages, tax rates and currencies.

**Multiple Brands, Multiple Sites.** Create and manage multiple websites for individual brands, geographies and business models—all from a single site instance.

**Support Any Selling Model.** Combine business-to-consumer (B2C) and business-to-business (B2B) selling models on a single platform with a dramatically lower investment and no need to maintain separate systems.



## TAKE ADVANTAGE OF SUPERIOR SUPPORT & UNMATCHED EXPERTISE

**SuiteConsulting.** Applying deep industry expertise and the proven NetSuite One methodology, SuiteConsulting helps you tailor your SuiteCommerce solution to your unique business requirements.

**SuiteSupport.** When you have questions or need assistance, the NetSuite SuiteSupport team is at your service 24/7.

**SuiteApps.** Innovative third-party solutions are available to further extend and enhance your commerce experience.

**Commerce Agency Programme.** An ecosystem of leading creative digital agencies around the world provide web design and unique functionality on the SuiteCommerce platform.

## RUN YOUR BUSINESS ON A SINGLE PLATFORM

With an infrastructure that unifies business applications and the data that feeds them, you can create a seamless, channel-agnostic, personalised shopping experience.

**One Complete Commerce Platform.** Eliminate integrations between separate systems with natively unified ecommerce, POS, inventory and order management, marketing, merchandising, customer service and accounting/financials.

**Run Your Business Better.** Gain unprecedented real-time visibility across your business by bringing fragmented sources of data into a single repository to make informed, timely business decisions.

**Ultimate Business Agility.** Our cloud-based solution provides the flexibility and adaptability needed to keep up with the pace of business, reduce operational costs, increase efficiencies and eliminate the hassles of managing hardware and software.

To learn more, visit [SuiteCommerce.co.uk](https://SuiteCommerce.co.uk)

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