

# NetSuite for Retail

Designed to Satisfy Your Omnichannel Shoppers

## Key Benefits

One complete system covering POS, ecommerce, CRM and marketing, inventory and order management, business intelligence and financials.

- Integrates all channels:
  - In Store
  - Web
  - Mobile
  - Call Centers
  - Suppliers
- Provides visibility across your entire business.
- Delivers a single view of the customer across all channels.

“WE HAVE A GLOBAL VIEW OF THE COMPANY WITHIN A SINGLE PLATFORM, WHICH GIVES US A FULL UNDERSTANDING OF CUSTOMERS—REGARDLESS OF THE CHANNELS THEY’RE USING TO BROWSE AND BUY.”

HanoverDirect

## 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 price. Establishing an effective omnichannel strategy 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 is the only cloud business software suite that brings together every step of a multi-channel, multi-location retail business—POS, ecommerce, CRM, marketing, inventory and order management, and financials. Only NetSuite gives you real-time visibility into your entire retail operation, accessible from anywhere at any time. With NetSuite, you get a single view of the business across all channels, ensuring that your customer, order, inventory and financial information is always up to date and that you deliver the personalized experience your customers expect across every touchpoint.

## NetSuite for Retail Provides:

- A single, integrated solution to manage your entire retail business.
- Complete 360-degree view of the customer across all channels and touchpoints.
- Support for multiple locations and channels from a single platform.
- A 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 and fulfillment.
- Marketing tools to target and segment offers.
- Easy customization for your specific retail requirements.
- A lower cost than on-premise retail systems.

According to Forrester Research, 68% of US multi-channel shoppers are more likely to purchase from a brand whose products are available through multiple channels.

### In-Store Point of Sale

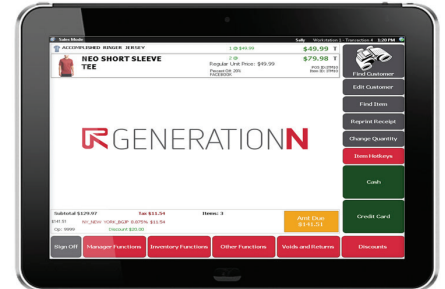
- Integrated credit, debit and gift card processing
- Multiple POS hardware options
- Multiple levels of security
- Special-order management
- Cash-drawer management
- Time clock tracking
- Intuitive, easy-to-use touch screen
- Definable keyboard, receipts and user interface
- Captures valuable customer information
- Returns and refund management
- Mobile POS

### 360° Customer View

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

### Deliver a Superior In-Store Experience

NetSuite meets the in-store retailing needs of multi-channel retailers with a modern POS solution that enables you to streamline and accelerate the transaction process, while also delivering personalized customer service. With a 360-degree view of the customer and enterprise-wide, real-time inventory visibility, NetSuite provides the omnichannel capabilities required to easily deliver a unified shopping experience and build strong customer loyalty.



### Deliver Seamless Cross-Channel Functionality

Support cross-channel processes such as buy online/pickup in store, buy online/return to store and order in store/fulfill from anywhere. NetSuite’s single commerce platform enables you to bridge the gap across channels and satisfy today’s consumers.

### Get Closer to Your Customers

With NetSuite, you get a 360-degree view of each customer so that you can deliver personalized service, build customer loyalty and provide a relevant, engaging shopping experience with your brand. See their purchase history and communications with your company and whether they interacted with your brand online, at a brick-and mortar store location or with a sales representative. Provide personalized 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.

### Engaging Ecommerce Experiences Across All Devices

NetSuite makes it easy to deliver a personalized and engaging experience to your customers online with any device—desktop, smartphones and tablets, using our SuiteCommerce platform. Build a high-impact web store from the ground up with simple-to-use tools, or simply integrate your existing site. A full featured



### Online Commerce

- Optimized web stores for smartphones, tablets and desktops
- Multi-site and multi-country support from a single account
- B2B and B2C web stores on the same platform
- Multiple payment options
- Dynamic merchandising
- Powerful search and guided navigation
- Flexible coupon and promotion management tools
- 24/7 self-service centers

web store integrates directly into your business, eliminating time spent manually transferring orders from your web store to inventory, shipping and accounting. Promotions and discounts are quickly and easily extended to the web, and tax and shipping charges for online and offline sales are kept consistent. You can manage multiple web stores and catalog businesses all in one place—and NetSuite enables a global web presence, with multiple language and currency options plus built-in customs documentation for shipping.

### Order Management is the Heart of Your Business

Meet customer expectations to buy, fulfill and return anywhere while maximizing profitability by centralizing order management and having a single view of inventory across all channels and the supply chain. NetSuite Order Management provides the ability to meet and exceed rising customer expectations for omnichannel fulfillment while boosting profitability and optimizing inventory.

“WE NEEDED A PROVEN RETAIL SOLUTION WITH THE FLEXIBILITY TO MEET OUR GROWTH DEMANDS WITHOUT SACRIFICING MULTI-CHANNEL CUSTOMER DATA. THE REAL-TIME INFORMATION WE HAVE WITH NETSUITE GIVES US 360 DEGREES OF VISIBILITY ACROSS ALL OF OUR CHANNELS, ALLOWING US TO PROVIDE EXCEPTIONAL CUSTOMER SERVICE TO OUR MILITARY AND CIVILIAN CUSTOMERS, HOLDING TRUE TO OUR MISSION STATEMENT: ‘WE SUPPORT OUR TROOPS, EVERY DAY.’”

Patriot Outfitters

### Manage Marketing Campaigns and Promotions

NetSuite 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, personalized email campaigns within NetSuite, as well as manage paid and online search and affiliate marketing. With closed-loop marketing, you can see revenues and understand ROI for all campaigns in real time. NetSuite’s automated upsell and cross-sell functionality lets you offer add-on products at the register or in the web store. NetSuite also provides promotional capabilities such as multiple discounting options, volume pricing and customer-specific discounts.

## Optimize Business Operations

- GL, accounts receivable, accounts payable
- Inventory management and fulfillment
- Time and billing
- Purchasing
- Pick/pack/ship
- Drop shipment/special order
- Integrated FedEx, UPS and USPS shipping functionality

## Business Intelligence

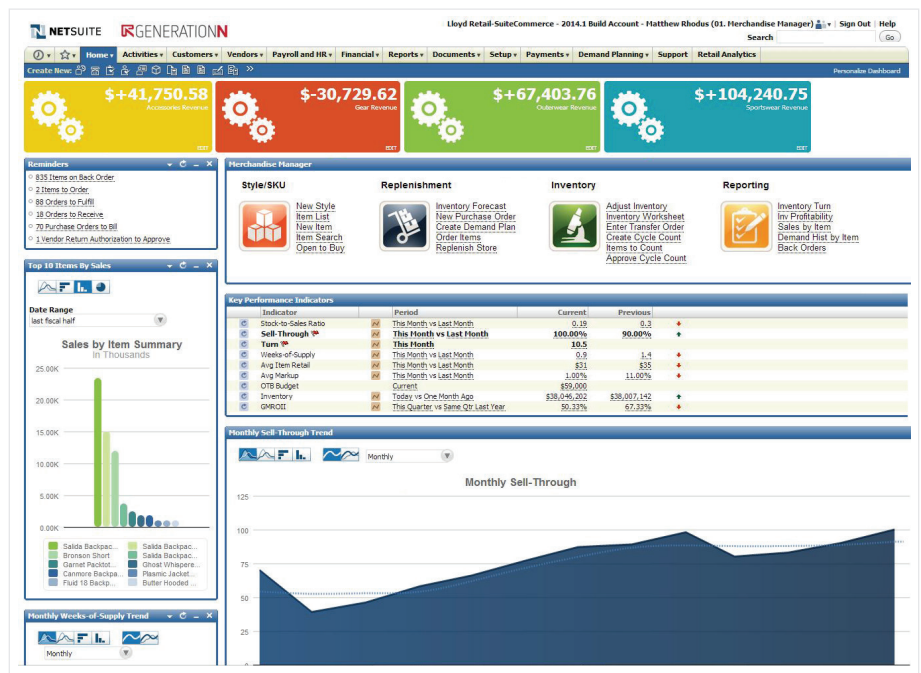
- Single data source from all channels.
- Analyze results and identify trends in channels, suppliers and customer behavior.
- Gain actionable insights from smarter decision-making organization wide.
- Measure marketing campaign effectiveness.
- Role-based dashboards.
- Real-time key performance Indicators.
- Direct drill-down.

## See a Unified View of Your Business

With NetSuite, 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 organization real-time visibility into sales, inventory and customers across all channels and facilitates better decision making.

## Manage by Metrics

Retailers can manage their businesses with key metrics and make timely, fact-based decisions with dashboard analytics ranging from inventory and sales reports to expenses and marketing campaign ROI. All statistics can be viewed as key performance indicators (KPIs), graphical report snapshots and trend graphs in real time.



“WITH NETSUITE, MULTIPLE LINES OF BUSINESS ARE INTEGRATED INTO A SINGLE PLATFORM AND THAT PROVIDES VISIBILITY FOR MANAGEMENT, FINANCE AND OUR INVENTORY TEAM.”

Garrett Popcorn Shops



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