# Why NetSuite Ecommerce to Complete Your Suite

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## Why Complete Your Suite

With NetSuite running your core business, you're experiencing first-hand how the power of a single, unified cloud-based platform can take your business to new levels.

But what about your ecommerce system? Regardless of whether you sell to businesses or direct to consumers or both, in today's digital-first world a business can barely survive, let alone thrive, without an engaging and relevant online experience. Maybe you use a custom-built, first- or second-generation ecommerce system that runs on-premises and siloed from your NetSuite back-end. Or you might license an off-the-shelf ecommerce solution, and have it manually integrated into your NetSuite instance. Maybe you don't currently have ecommerce capabilities at all.

Whatever your situation, you can improve your customers' online experience, drive more revenue and optimize your business with NetSuite's ecommerce solution, SuiteCommerce.

"We're thrilled to be able to consolidate and simplify by 'going all in' with NetSuite. We now have a true 360-degree view of customers, world-class B2B tools and greater efficiencies with order management, sales and service."

Mark Fitzgerald COO, POS Supply Solutions

# Benefits of a Complete Suite

## Eliminate Integrations

Having a website that is manually integrated into the NetSuite back-end means that you have ongoing maintenance costs.

Changes to the front-end of the website cause problems when trying to map those changes back into NetSuite. With ecommerce natively part of NetSuite, you will seamlessly unify your front- and back-end systems, removing the ongoing and growing costs of maintaining the integration and gaining more flexibility and adaptability needed to keep pace with business.

## Streamline Business Operations

Running a siloed ecommerce system means you're probably manually entering your online orders or doing batch imports into NetSuite, causing delays and errors with order management. With SuiteCommerce, online orders automatically flow into NetSuite and are managed in a central place, enabling orders to be processed faster and more accurately, driving customer satisfaction.

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## Improve Data Consistency and Visibility

Managing data in two separate systems is time-consuming and error prone. With ecommerce natively part of your NetSuite solutions, you will have a central repository for order management and customer, item and inventory data, gaining unprecedented, real-time visibility across your business. Use that customer and order data on the website to display relevant products for upsell and cross sell, increasing average order value.

# Why SuiteCommerce

SuiteCommerce was built with the idea that ecommerce is no longer a standalone. SuiteCommerce enables businesses to move from siloed purchasing channels to an integrated commerce solution that seamlessly connects ecommerce with your NetSuite back-end solution.

### B2C and B2B Sites on the Same Platform
SuiteCommerce supports the needs of both B2C and B2B ecommerce from a single platform. With its unlimited design flexibility, you can create B2C sites that deliver relevant, engaging experiences consumers expect. Your B2B sites can offer a B2C-like customer experience with added functionality designed specifically for the unique requirements of business users. And since the same ecommerce platform supports both B2C and B2B sites, you can develop new channels and business models with a dramatically lower investment and without the need to maintain separate systems.

### Rich and Engaging Shopping Experience
Make it easy for shoppers to find, learn and buy your products with a host of features, including image gallery, product comparisons, faceted navigation, advanced site search, social sharing, and ratings and reviews. For B2B

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buyers, you can provide those same site features, and the added capabilities to manage all aspects of their business relationship, such as online quote requests, view account balances and make payments against invoices.

### Mobile
Fully optimized for mobile, SuiteCommerce uses built-in responsive design reference templates so your site automatically rescales and resizes when accessed from any device.

## Site Management Tools

Our easy to use WYSIWYG, drag-and-drop site management tool allows business users to manage content, add landing pages, enhance existing pages, manage commerce categories and subcategories, and assign items to categories. Work on changes to your site and then schedule when the changes go live or publish them immediately. All revisions are tracked and auditable.

## Promotions

NetSuite's advanced promotion engine, SuitePromotions, provides an intelligent and flexible solution to drive online sales. Easily create promotions that can be applied to one or multiple sales channels. Numerous types of promotions are supported to drive revenue and increase customer loyalty.

## Site Performance

A single domain across the shopping and checkout experience, a content delivery network (CDN) and the client-side single page application all contribute to enabling a fast, scalable SuiteCommerce site.

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In addition, the Performance Excellence team continually evolves performance standards to make sure SuiteCommerce meets or exceeds leading industry performance benchmarks. The Built-to-Perform program ensures that all sites going live meet those standards. SuiteCommerce storefronts load quickly, translating to fewer bounces and higher sales.

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## Search Engine Optimization

SuiteCommerce helps ensure your SEO success with secure shopping across your entire site, page structure templates optimized for search engines, Schema.org markup and SEO-friendly URLs.

There are always concerns about maintaining the search rankings you have worked so hard for when migrating to a new ecommerce site. However, with a search migration strategy and the right ecommerce platform, not only can you maintain your rankings, but you could even surpass your previous performance. SuiteCommerce allows you to easily add 301 redirects to ensure that all legacy URLs are handled appropriately.

## Expand Globally

Expand your business around the world from a single platform that supports 27 languages, 190 currencies and tax compliance in over 200 countries. All the while, you can easily consolidate multi-subsidiary reporting.

## Modern Commerce Platform

Never migrate your commerce solution again. SuiteCommerce is a SaaS (Software-as-a-Service) multi-tenant cloud platform. Your site is easy to maintain with no "version lock," and no need to migrate between versions. Take advantage of new features and updates made automatically available with every

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release. NetSuite uses the latest open source third-party technology, such as Backbone.js, Handlebars.js and Sass, to provide a flexible framework for SuiteCommerce. This not only ensures that your site is feature-rich and efficient, but that it's also easy for developers to work with and customize your site. SuiteCommerce operates as an interactive layer on top of your NetSuite data, allowing data to be sent and received through services and APIs. It makes use of a mix of lightweight REST APIs and our powerful JavaScript-based scripting language, SuiteScript.

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## A Path to Success

As a pioneer in the commerce industry since 1998, NetSuite was the first to provide a solution that unified ecommerce with your back-office systems. Today, SuiteCommerce 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.

## Learn How SuiteCommerce Has Helped These Companies Transform Their Businesses With a Complete Suite.

Regina Andrew Design

DIY Home Center

POS Supply Solutions

Big Agnes

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