NETSUITE
for Ecommerce Companies

NetSuite offers the industry's first and only:

- Single system for ecommerce, accounting/ERP, and customer relationship management
- Web store tied to back office in real-time
- Built-in, customizable dashboards
- Integrated affiliate marketing
- Partner relationship management
- Customer self-service center
- Automatic upsell recommendations
- Multiple website capabilities
- Advanced inventory and warehouse management
- Global multi-language and multi-currency websites

NetSuite features include:*

- **Ecommerce, Website Hosting**
  - Database driven website/web store
  - Front- and back-office integration
  - Real-time inventory management
  - Template or custom website
  - Multiple web stores
  - Site search
  - Automatic upsell recommendations
  - Multi-lingual and multi-currency websites
  - Shopping & merchandising tools
  - Credit card, invoice & P-card purchases
  - Electronic file/software download
  - Customer, partner self-service portals
  - eBay integration

- **Built-in Web Site Analytics & Reporting**
  - Shopping activity reports
  - Referrer and search engine keyword reports
  - Cart abandonment report
  - Website search reports
  - Customer-specific site activity

NetSuite makes it possible for you to deliver an "Amazon.com-like" experience for your customers and to better manage and grow your entire business with a single system.

Why Run Your Business on NetSuite's Integrated Ecommerce Solution?

- **Dramatically reduce the hassles of running your business.** With NetSuite, you'll never have to enter the same information twice. You can say goodbye to the hassles of juggling multiple systems, with no more re-keying information, manually importing and exporting data between separate applications, and toggling between systems trying to figure out what's going on.

- **Improve accuracy and efficiency.** NetSuite ecommerce customers report major cost savings and efficiencies in managing their operations. Because NetSuite automates more of your business and manages everything in real-time, it eliminates the errors that are unavoidable when juggling multiple separate systems. Now you, your customers, your suppliers, and your partners always know exactly what's going on with every order. Automated processes and better accuracy means faster orders, more satisfied customers, and lower operational costs.

- **Ease of use.** NetSuite is easy to learn, straightforward to implement and maintain, and presents a more affordable solution than the combination of applications you may be using currently to manage your ecommerce business.

- **Increased visibility for better decision making.** Customizable dashboards give you unprecedented visibility across your entire organization. The dashboards provide real-time access to key performance metrics, supporting intelligent, timely business decisions. In addition, full visibility into unified customer records results in more efficient and highly personalized sales, fulfillment, and service processes. NetSuite dashboards are role-based, providing "out-of-the-box" relevance to all your employees' individual job requirements.

- **Lower long term cost of ownership.** Because NetSuite is offered as Software-as-a-Service, it allows you to subscribe to a service rather than purchase, install, and maintain an in-house software solution, which helps you better forecast and manage costs, and eliminate high internal IT support costs. Research by the Software and Information Industry Association shows that SaaS deployments are 50% to 90% faster with a total cost of ownership (TCO) five to ten times less expensive than traditional software.

Website Building and Hosting

- **Great Looking, Customizable Storefronts.** With NetSuite, you can set your website apart with on-line site-building tools that allow you to create your own individual look or to choose from a variety of appearance themes and site layouts. Customization is easy: you can also upload your own HTML files to create a unique website look, and can tailor site elements such as headers, footers, tab bars, and content templates to meet your own design goals. And best of all, no HTML expertise is required to set-up or manage your NetSuite website.

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• **Accounting**
- General Ledger
- Accounts Receivable, Accounts Payable
- Advanced financials
- Online bill pay
- Budgeting
- Multi-currency

• **Inventory, Order Fulfillment**
- Serialized inventory, bar coding, and item labels
- Inventory management
- Order management and fulfillment
- Pick, Pack, and Ship process
- Drop shipment/special order
- Integrated UPS & FedEx shipping tools
- Purchasing
- Standard, customizable reports

• **Marketing, Sales, Support**
- Marketing automation
- Sales force automation
- Customer support and service
- Paid and organic search
- Comparison shopping site integration
- Incentive management
- Offline sales client

Some add-on modules are separately charged.

• **Hosting & Publishing Capabilities.** NetSuite provides you with all the tools to create your web store, which is then hosted for you by NetSuite. By using smart tags, you can convert static sites into dynamic pages, pulling any key business data from the NetSuite database. You can easily publish unique content to your site, including documents, catalog items, or employee directories.

• **Multi-Lingual, Multi-Currency Websites.** You can also create a single web store with country-specific views in the language and currency of a particular location.You can translate every page, every field and every button into a nearly unlimited number of languages. Every price can be converted to a nearly unlimited number of currencies. You can either select the language and currency via URL, or allow your shoppers to see a drop-down menu with the names of the languages you display and currencies you offer. As soon as they choose a new language or currency, the entire website is updated to that language or currency. Shoppers can select the region or language they prefer, and then will automatically be directed there for future purchases.

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• **Manage Multiple Web Stores From a Single Account.** NetSuite allows you to create as many separate web stores as you want — and manage all the stores in one single, integrated account, maintaining one consistent set of operations and greatly improving efficiency. Each store can have its own product set, domain name, branding, look and feel, shopping rules, store-specific shopping carts and "my account" areas for customers. Within the different stores, you can sell the same or totally different products, provide country-specific language and currency for each web store, distinguish between wholesale and retail customers, and track and report on sales activities on each web store individually. Each Web store has its own shopping cart with distinct confirmation emails, merchant accounts, and out of stock rules. Each site offers shoppers a distinct password-protected customer self-service center, where shoppers can review purchases, track packages, quickly re-order items, and correspond with the merchant.

All the while you maintain one integrated back office system to efficiently manage cross-store operations and consolidate all your ecommerce business activities: all of the accounting, order man agement, warehouse management, returns management, billing, customer support, marketing and sales force automation for your different web stores from within one NetSuite account. You can manage the inventory and fulfillment, market to different customer segments, assign commissions to sales reps and affiliates, and track and report all your Web and sales activities from one account, with a 360-degree view of your shoppers, including purchase history and marketing/support communications, regardless from which site or sites they purchase.

Complete Web Store Features:

• **Shopping & Merchandising Tools.** NetSuite's web capabilities include easy to use site building tools, secure shopping cart function-ality, integrated real-time credit card processing with Payment Card

Industry Data Security Standards (PCI DSS) compliance and multi-level fraud protection, coupons, gift certificates, cross-selling and more. NetSuite provides all the functionality you need to give your online retail business a high-end web presence that is easy to manage and maintain.

• **Integrated, Real-time Inventory Management.** Shoppers can view real-time inventory, and see if items are out of stock or if they can be back-ordered. Out of stock items can be automatically removed from your website. Inventory management is easy — any changes made in the back-office will automatically be reflected on your site or sites.

• **Seamless Order Management and Fulfillment.** Order management workflow can be customized to match your company's businesses processes. Workflow can include a separate order approval process if you wish, and fulfillment can be split up into separate Pick, Pack and Ship steps. Seamless integration with UPS Online® Shipping Tools and FedEx Shipping allows you to print shipping labels, generate customs documentation, and automatically send out tracking numbers — all from within NetSuite.

• **Affiliate Management.** With NetSuite, you can track all of the leads and sales coming from your affiliates, report on every sale, automatically calculate commissions, and provide your affiliates password-protected access to this information.

• **Pricing Options.** NetSuite supports nearly unlimited price levels for your items. You can offer your website items at different prices to different customers with discounted prices to specified customers, and provide volume discounts.

• **"Amazon.com-like" Automated Upsell and Cross-sell Recommendations.** You can display automatic upsell and cross-sell recommendations based on what other customers have purchased. You can display either the automatic recommendations, or you can set manual upsell recommendations, or both. You can display upsell recommendations on both the Item and the shopping cart pages.

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eBay® Integration*

NetSuite's eBay integration allows users to sell on eBay as easily as they sell on their own websites or with their internal sales teams. eBay activities can be managed directly from within NetSuite.

- **Create eBay Listings.** Push products to eBay.com and eBay Stores directly from the NetSuite product catalog with the appropriate listing categorizations and pricing (Starting, Reserve and Buy It Now) to maximize visibility and placement. Initiate Standard or Dutch auction-style listings while specifying scheduling, duration, promotions, and much more.

- **View Listings.** You can view all your live eBay listings within NetSuite, including details on how the bidding is progressing and when the listing is set to close. Closed listings and the closing price are all viewable from within NetSuite.

- **Import Orders.** NetSuite allows you to receive orders from eBay buyers automatically once the listing closes and a sale takes place. This automatic import creates both a customer record within NetSuite along with a sales order which flows seamlessly through to the fulfillment and shipping processes.

- **Reduce Inventory.** NetSuite will automatically lower an item's available inventory when it has been sold through eBay and update the customer's purchase history, permitting future upsell and cross-sell marketing campaigns to be targeted to that customer.

- **Remove Out of Stock Listings.** NetSuite automatically removes a listing from eBay if the item becomes out of stock through a web or internal sale.

- **Automatic Re-Listing.** NetSuite allows you to automatically re-list an item when the sale closes and you now want to post more of the same item for sale. Or perhaps you didn't sell it within the listing period, (for example, eBay has short listing periods—10 days or fewer) and you want to post the listing again.

* eBay integration is presently available in the United States and the United Kingdom.

Built-in Website and Web Store Analytics

- **Shopping Activity Reports.** Increase your website sales by following up on abandoned carts, improving customer conversion ratios, and understanding what search terms your customers are using to find items on your site. NetSuite captures and reports on all these impor-tant business metrics automatically.

- **Referrer and Keyword Reports.** NetSuite improves your marketing spend by allowing you to better understand how your visitors are finding you and which referrers and search engine keywords yield a higher customer conversion ratio. You now have the capability to easily report on the lifetime revenue earned from each referrer and keyword.

- **Cart Abandonment Report.** NetSuite can help you close sales on abandoned shopping carts. With NetSuite, you will know exactly who abandoned a shopping cart, the items that were abandoned, and potential buyer's contact information. With NetSuite's marketing capabilities, you can automatically send out emails to shoppers that abandoned their carts, perhaps with a coupon for the items they abandoned.

- **Customer-Specific Site Activity.** NetSuite allows you to drill-down to an individual customer record and review all of that customer's activities on your site. You can see each shopper's cart contents, the pages viewed, the referring URL and keyword, the click-stream paths, the dates of the shopper's first and last visits, and much more.

Customer Self-Service:

- **Self-Service.** Every NetSuite website comes with a password-protected customer center that allows each of your customers to log in and review all his or her orders, track packages, repeat orders, and request returns and refunds.

- **On-line Support.** Using NetSuite's integrated customer support functionality, customers can submit support issues to you, and from within the customer center view every support response you have ever provided them.

- **Knowledge Base.** You can publish a Knowledge Base on your web-site to answer your customers' Frequently Asked Questions. With NetSuite, you can publish a nearly unlimited number of topics and solutions.

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Search Engine Optimization

- **Descriptive URLs.** You determine what your site domain is named, and what appears after the .com portion of your URL. By default, NetSuite creates descriptive URLs that include your product and its category name in the URL.

- **Page Titles.** The page titles that appear at the top of the browser by default display your company name and product name, but can always be customized.
- **Meta Tags.** You can customize the Meta Tags and Alt Image Tags for every page and image on your website. NetSuite allows you to create different meta tags for each of your web pages and images, set default meta tags for all of your web pages, and also set additional meta tags to specific pages. These tags are displayed to search engines, but are not visible to your visitors.
- **Web Redirects.** When you move your website to NetSuite, you can be sure that it will maintain its current search engine rankings. NetSuite allows you to create permanent (301) redirects for every one of your web site pages so visitors always find the intended page and you do not lose your search engine ranking.
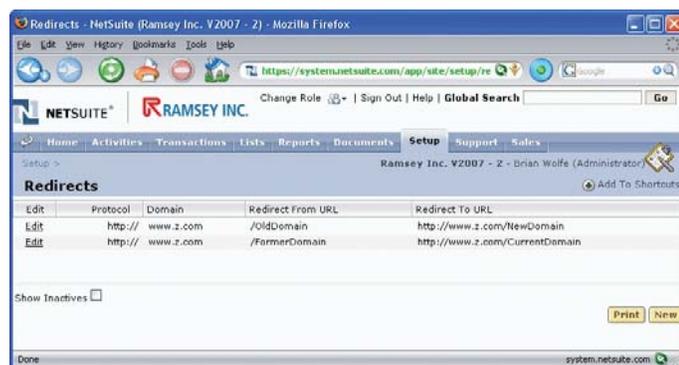
Payment Processing

- **Real-Time Credit Card Processing.** With NetSuite, you can accept credit card payments on your web store and have them approved by your bank in real-time. NetSuite is fully compliant with the Payment Card Industry Data Security Standards (PCI DSS) to ensure the security of your credit transactions.
- **Fraud Protection.** NetSuite offers multiple levels of on-line fraud protection, including Verified by Visa and MasterCard SecureCode (passwords created by a shopper that prevent chargebacks), AVS (Address Verification System — verifying that the shopper entered the correct billing address), and CVV2 (Card Verification Value — the 3 or 4 digit security code that is not displayed on credit card statements, ensuring that the shopper has the physical card).
- **Level 2 Processing.** NetSuite supports Level 2 processing for Purchase Cards. Purchase Cards are corporate credit cards which require additional information to be sent to your processor. Sending the additional information reduces processing fees.
- **Invoice Payments.** NetSuite also supports the receipt of invoice payments from select customers. You can determine which customers can be invoiced later, and set credit limits and payment terms for each customer.

Best-of-Class Accounting/Financials

- **Integrated Accounting.** Managing the business of online retail is more complex than just managing the Web site and Web store. You need a strong accounting system to serve as the backbone of your business. Having full visibility into financial data and easy access to key reports is critical to ecommerce success. Moreover, having your accounting and financial reporting reach across all your channels ensures accurate cost management and helps fuel smart growth. With NetSuite, you get comprehensive, world-class tools that allow you to control all your financial data and processes. A range of reports and key performance indicators (KPIs) give you deep insight into all segments of your business. And since NetSuite financial capabilities are fully integrated with your sales, support, shipping and receiving functions, you get real-time financial and accounting data directly from those departments, enabling faster, smarter business decisions.

With NetSuite, you gain:

- Full visibility into your general ledger, accounts receivable and accounts payable that enables you to make faster, smarter financial decisions.
- Access to comprehensive, real-time reports that keeps executives well-informed and empowers them to make the right decisions, at the right time.

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- An array of convenient customer-billing options that enable you to stay ahead of your invoices, while also giving customers the ability to view and pay bills online.

• **Employee Management and Payroll.** Managing your employees is made easy with NetSuite, as it automates and manages all payroll and personnel-related functions through one, powerful and integrated application. NetSuite's Employee Center provides employees self-service capability for time entry, purchase requests, and expense reporting — as well as access to their payroll and benefits information — anytime and anywhere.

• **Inventory and Warehousing.** NetSuite's advanced inventory and warehousing capabilities include full support for multiple warehouse locations, drop-shipments, serialized inventory, lots and bins, bar coding, and inventory transfers. NetSuite can also auto-calculate your reorder points and preferred stock levels based on your sales history.

• **Purchasing.** With NetSuite, you can track your vendors, process purchase orders, allocate inventory, and manage vendor returns.

• **Returns and Refunds.** NetSuite lets you manage your RMA (Return Merchandise Authorization) process. Shoppers can request their refunds, and submit them to you for review and approval.

Best-of-Class CRM

• **360° View of Customers.** Every NetSuite customer record displays all of the relevant information about each customer on one dashboard. View the customer's financial data, purchase history, support questions, marketing campaign history and scheduled activities all in one place. NetSuite even provides recommended up-sells for each customer based on that customer's sales history.

• **Customer Support and Service.** NetSuite offers robust customer support functionality including case routing, management and escalation. NetSuite provides tools for creating your own Knowledge Base which can either be published to your customers or used to answer support questions. NetSuite also offers online customer self-service, allowing customers to log-in and view the status of their orders and their communication history with you.

• **Marketing Automation.** You can manage all of your marketing activities from within NetSuite. NetSuite offers advanced email marketing capabilities including targeted customer segmentation, mail merge, campaign tracking and analysis. NetSuite also tracks keyword marketing and affiliate relationships, including commissions and return on investment (ROI) analysis.

• **Commissions Management.** NetSuite allows you to track all of your affiliate and internal sales force commissions. Partners and employees can view their estimated commissions in real-time. Commission schedules can be set up with complex rules based on team selling, flexible incentives, dates, scales, quotas, and multiple tiers.

The NetSuite Difference

Only NetSuite gives ecommerce companies the total integration of their back office and front office business processes combined with superior Web sales, marketing, and reporting capabilities. And only NetSuite offers all of these capabilities online — accessible anytime, anywhere, with all the business benefits of Software as a Service.

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