NETSUITE

SuiteCommerce Advanced
Fast, Engaging Web Stores on Any Device

NetSuite SuiteCommerce Advanced provides businesses with fast and engaging web stores that deliver great shopping experiences optimized for any device. Plus, SuiteCommerce unifies ecommerce with your core operational business systems—inventory and order management, marketing, customer support and financials—providing a single view of your customers and business.

KEY BENEFITS

- Create uniquely branded, personalized and engaging shopping experiences optimized for any device, including smartphones and tablets
- Promote the right product to the right person at the right time with dynamic merchandising capabilities
- Help shoppers find what they want with powerful search and guided navigation
- Single, unified cloud-based commerce system
- Generate one view of a customer across all channels for complete visibility into all online, in-store and call center transactions and interactions
- Rapidly build new shopping experiences that meet the changing demands of your customers
- Flexibility to support any business model, including B2C and B2B

SUITECOMMERCE CUSTOMERS

Beyond the Rack

KitchenwareDirect
Best Brands Best Prices

GoPro
Be a *HERO.*

KASK helmets

Avago

Commerce Everywhere

- **Extend your relationship.** Deliver a mobile shopping experience optimized for smartphones and tablets.
- **Service all customers.** Support B2B and B2C commerce on the same platform.
- **Multiple web stores from one platform.** Each site can have their own domain, products, language, currency and branding.
- **Go global.** With support for multiple languages, currencies, taxes/VAT, subsidiaries and international shipping prices and documentation, you can sell globally.
- **Reach a wider customer base.** Publish your products to shopping comparison engines.

Uniquely Branded and Engaging Shopping Experiences

- **Easy to get started.** A prebuilt, best-in-class reference shopping site can be used as an out-of-the-box solution or as a cornerstone to enhance and customize.
- **Responsive design.** Build sites that display elegantly across all devices, from smartphones to tablets to laptops to desktops.
- **Design flexibility.** Pixel-perfect design capabilities and unlimited layout control.
- **Blazing fast.** AJAX architecture, edge caching and a content delivery network (Akamai CDN) provides a fast, scalable site.

Rich Shopping Interactivity

- **Quick view.** Let customers quickly view product information and add to cart while looking at a search results or a category page.
- **Advanced product imagery.** Provide dynamic imaging, zooms and multiple alternate images.
- **Recently viewed items.** Logged-in visitors returning to your site can see the products they viewed during their last visit.
- **Reviews and ratings.** Grow your online community, cultivate brand evangelists and improve SEO.
- **Social sharing.** Increase user engagement by allowing shoppers to share to popular social networks.
- **Tailored browsing.** Let shoppers choose how to display items on a page.
- **My account.** View order status and purchase history, track packages, easily reorder and manage your address book, credit cards, profile and password.

Personalized Marketing and Promotions

- **Integrated, closed-loop marketing.** Run multiple types of marketing campaigns—email, paid search, affiliate or direct mail—and automatically track their lifetime revenue and profitability.
- **Customer targeting.** Dynamically segment customers to provide personalized merchandising and promotions based on behavior, demographics, purchases and more.
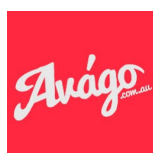
To find out more, contact NetSuite Inc. at 1-877 NETSUITE or visit www.netsuite.com.

NETSUITE

KEY CAPABILITIES

- **Web Store**
  - Optimized web stores on any device
  - Pre-built reference shopping experience gets you started fast
  - Fast and scalable edge caching and content delivery network
  - Advanced, flexible pricing capabilities
  - Display real-time inventory status

- **Search & Navigation**
  - Powerful Solr site-search provides fast and relevant search results
  - Customize search criteria settings
  - Guided navigation and dynamic multi-faceted browsing and navigation

- **Marketing & Promotions**
  - Deploy and track marketing campaigns
  - Personalized merchandising and promotions

- **Merchandising**
  - Visual merchandising with dynamic imaging, multiple alternative images and zooms
  - Automated upsell and cross-sell recommendations

- **Multinational**
  - Multi-currency, multi-tax and multi-language
  - Generate customs documentation
  - Roll-up and consolidate sales at the subsidiary, country, regional or global level

- **Multi-Site**
  - Deploy and manage multiple web stores from one account
  - Single platform supports B2C and B2B commerce

- **Analytics & Dashboards**
  - Built-in, customizable dashboards
  - Integrated with Google Analytics

- **Cart abandonment.** Know who abandoned a shopping cart and its contents, then follow up with an email, perhaps with a coupon for the items abandoned.

- **Automated upsell and cross-sell.** Display upsell and cross-sell recommendations based on what other customers have purchased, helping increase sales and order size.

- **Coupons and promotions.** Flexible coupon and promotion management tools.

Display the Right Products to the Right Shoppers at the Right Time

- **Dynamic merchandising.** Present upsells, cross-sells and related products based on merchant-driven rules such as location, browsing behavior, items in cart, best sellers or over-stocked items.

- **Search optimization.** Customize search criteria settings using exact, starts with, partial or fuzzy matches to optimize results. Generate SEO-friendly URL links.

- **Searchandise.** Promote products in search results based on search keywords and phrases or leverage product attributes such as top sellers, top rated and new arrivals.

- **Multi-faceted navigation.** Guide shoppers to find the products they want with selection check boxes, price slider and color swatches and more.

Streamline Ordering and Purchasing

- **Pricing, terms and credit limits.** Set different pricing levels for the same item for different customers, offer channels or volume discounts. Give customers their own negotiated prices, terms and credit limits.

- **Inventory visibility.** Show real-time inventory data, including how many products are available online or in a particular store.

- **Mini-cart.** Let customers view products they've carted by hovering over the cart icon.

- **Add-to-cart confirmation.** Display a confirmation notice when an item is added to cart.

- **One-page checkout.** Streamline the purchasing process. Provide guest checkout and account checkout with address book.

- **Multiple payment options.** Secure integration to common payment gateways for credit card processing or invoicing based on balance and credit limit.

- **Shipping management.** Seamless integration with UPS, FedEx and other carriers allows you to print shipping labels, generate customs documentation and automatically send out tracking numbers.

Run Your Business Better

- **Unified customer record.** Capture all customer transactions and interactions to easily segment and merchandise to them. Get a complete 360-degree view of all activities from every channel to provide a personalized experience, improve service and increase loyalty.

- **Customizable dashboards.** Gain unprecedented real-time visibility across your business into key performance metrics to support intelligent, timely decisions. Role-based dashboards provide out-of-the-box relevance to all employees' individual job requirements.

- **Analytic tools.** Integrated with Google Analytics, monitor activity on your site.

- **Order management.** Manage all aspects of the order lifecycle.

- **Inventory management.** Visibility into multiple warehouse locations provides real-time knowledge of inventory and facilitates stocking and replenishment management.

- **One complete commerce system.** Eliminate integrations between separate systems with natively unified ecommerce, inventory and order management, marketing, merchandising, customer support and financials.

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