

# A PATHWAY TO SUCCESS

## Leading Practices for Retail

With thousands of successful implementations, NetSuite has a deep understanding of retail businesses across all sectors and the many challenges they face. As the pace of change in business accelerates—especially for those still relying on aged, on-premise ERP systems, retailers are struggling to keep up. As they strive to improve business performance and increase customer satisfaction in an increasingly competitive environment, they are struggling with:

- Metrics based on unreliable data.
- Ineffective inventory utilization.
- Difficulty expanding into multiple channels.
- Inefficient order processes and inaccuracies.
- Order orchestration and inventory visibility issues.
- Manual processes that cannot scale.

### NetSuite:

#### Built with leading practices for retailers

- **Continuous Customer Lifecycle Engagement** to ensure seamless continuity from sales to services to support.
- **Full visibility across the organization** to operate at the speed of modern business, drive results and scale.
- **More than 3,000 hours worth of industry-leading best practices** already built in to the system.
- **Nearly two decades of expertise** across thousands of retail deployments to drive value on Day 1.
- **100+ pre-built reports and preconfigured roles** with dashboards and business intelligence metrics.

“There is no other company that can provide a complete solution that delivers Business-to-Business (B2B) and Business-to-Consumer (B2C) commerce, marketing, sales, management, sourcing, warehousing and support capabilities built into one customizable platform.” **Frost & Sullivan**

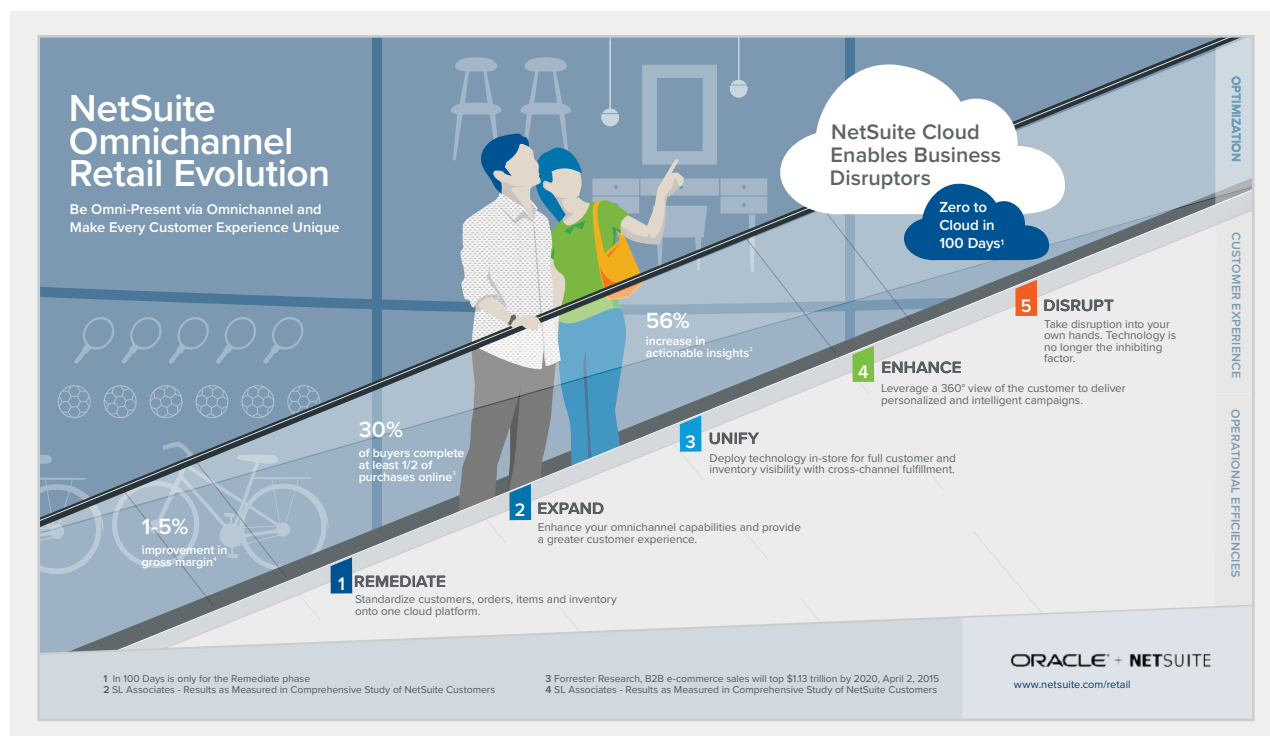
As they seek to address these challenges, retailers are concerned about the time and capital required to fix their back-end systems. However, they realize that the ability to rapidly adapt and scale is critical to their success. What they need is a proven solution that can rapidly accelerate their business with a modern architecture—to go from zero to cloud in 100 days or less. What they need is NetSuite.

NetSuite delivers a unique set of processes, activities and systems specifically designed to deliver rapid value. It provides our customers with a strong foundation to transform their

business with a pre-configured solution and methodology that includes proven:

- Detailed workflows
- Pre-configured functional roles
- Dashboards
- KPIs

These leading practices leverage NetSuite’s unmatched experience and knowledge in retail. The focus is on enabling our customers to rapidly meet their business objectives and seamlessly grow and scale with NetSuite.



## A Proven Path to Success for Retailers

NetSuite delivers a unified and phased pathway for our customers to succeed and scale their business. Here is how it works:

- [A single view of customers, orders, items and inventory](#). From our experience in the sector, we know just how difficult it is to sell anything without it. Getting a retail business on a real-time platform so all channels are operating from a unified base is the critical foundation. NetSuite has seen customers improve gross margins 2–5%.
- [Add ecommerce or other omnichannel capabilities to enhance and provide a greater customer experience](#). This phase is critical as increasingly buyers move online, according to the latest research, 30% of buyers complete at least 1/2 of their purchases online.
- [An email marketing solution that's integrated with your entire system](#), enabling you to engage people through your website and social media. We'll work with you to fine-tune your loyalty program and take it to the next level.
- [Address social branding, opportunities for global expansion and selling through multiple marketplaces](#), such as: Walmart.com, Amazon Checkout and your own ecommerce store.

### NetSuite: At a glance

- World's #1 Cloud Business Software Suite
- Run by 30,000+ organizations
- Fastest growing financial management software provider according to Gartner
- Publicly traded (NYSE: N)
- Founded in 1998

### Rapid implementation

NetSuite uses the experience gained from thousands of retail deployments to speed ROI. Expert implementation equips customers to make the most of NetSuite and expand towards next-generation solutions.

- Implementation in 100 days
- Deep distribution industry expertise
- Proven leading practices
- Pre-built configurations
- Turnkey setup and training

### Proven ROI

- 3–5% increase in customer loyalty
- 5–25% reduction in out of stocks
- 30–50% decreased time to resolve customer issues



NetSuite delivers a number of roles that are pre-configured to ensure rapid adoption and quick speed of implementation:

- Senior Executive
- Administrator
- AR Analyst
- Marketing Manager
- IT Manager
- Customer Service
- Merchandising Manager
- Sales
- AP Analyst
- Controller
- Warehouse Operations
- Executive Assistant—Mobile
- Sales Manager

### Delivering Transformative Results

Solution providers will often talk about ‘roles’—however, NetSuite delivers all the tools needed from day one so that anyone can get up and running quickly with the right workbench to be successful. Whatever the job function, it will come pre-configured with all the KPIs, reminders, reports and value-driven dashboards for daily and strategic needs—proven from years of real-world use by thousands of people in similar roles at retail companies.

In a study by SL Associates, retail companies reported stunning improvements in key performance metrics after switching to NetSuite’s cloud-based software solution.

Actionable Business Insights	+ 30% to 60%
Repeat Customer Orders	+ 30% to 60%
Online Conversions	+ 30% to 60%
Gross Margin Performance	+ 2% to 5%

Reporting Time and Resources	– 30% to 50%
Time to Process Online Orders	– 30% to 50%
IT Resource Costs	– 30% to 50%
Disaster Recovery Costs	– 50% to 75%

“NetSuite is a platform that enables radical changes for organizations. If we didn’t have a good handle on operations with NetSuite, our exponential growth couldn’t happen.” **Dylan’s Candy Bar**

NetSuite has packaged nearly two decades of experience from thousands of retail deployments into a set of leading practices that paves a clear pathway to success and is proven to deliver rapid business value.

Are you ready to put NetSuite leading practices to work and take your business from zero to cloud in 100 days or less?