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NetSuite
Multi-Channel Retail Management Suite

NetSuite Multi-Channel Retail Management Suite is the only solution that:

- **Integrates all channels:**
- Stores/point of sale (POS)
- Web
- Phone
- B2B wholesale
- **Delivers real-time visibility**
- **Provides POS integration**
- **Integrates with your back office**

NetSuite Multi-Channel Retail Management Suite features include:

- **Website/Web Store**
- Front- and back-office integration
- Affiliate marketing
- Customer, partner self-service centers
- Web site analytics
- eBay integration*

- **360º Customer View**
- Channel effectiveness
- Lifetime order history
- Personalized marketing
- Customer value
- Demographics

- **Point-of-Sale Integration***
- Credit card, PIN debit, and gift cards
- Scanners, printers and terminals
- Manager security overrides
- Special-order management
- Cash-drawer management
- Time-clock management

Why Run your Multi-Channel Retail Business on NetSuite?

Today's consumers are more demanding than ever. When they interact with a retailer, they're making less distinction between brick-and-mortar stores and online, catalog or telephone shopping. They want to shop whenever and however they please through any channel — without sacrificing choice, convenience or cost. Getting your multi-channel strategy right can deliver substantial and tangible results for your retail business. Forrester Research estimates that multi-channel shoppers spend on average 30% more than single-channel shoppers , and will account for 38% of retail sales by 2012.

The NetSuite Multi-Channel Retail Management Suite is the first and only on-demand software suite to link every step of a multi-channel, multi-location retail business — from e-commerce and order management to marketing, inventory 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 customer across all channels, ensuring that the order, inventory, and financial information you have is always up to date.

The NetSuite Multi-Channel Retail Management Suite is the most comprehensive on-demand solution for retail businesses, providing:

- A single application to manage your entire retail business
- Seamlessly support multiple locations and multiple channels
- Integration with point-of-sale (POS) systems
- Powerful e-commerce capabilities integrated with your other channels
- Single view of the customer across all channels
- Real-time visibility across your business with customizable dashboards
- Deep inventory, purchasing and order-management functionality
- Superior marketing tools for retail companies
- Best-in-class accounting and financials
- Easy customization for your specific retail requirements
- Far lower cost than on-premise retail systems.

Key Capabilities:

With the NetSuite Multi-Channel Retail Management Suite, you can:

Manage Multiple Channels and Multiple Locations
Track inventory, orders and customers across multiple online and brick-and-mortar channels. Create a Web site, publish eBay listings*, and integrate all of the information with your retail outlets. Manage all of your stores with a unified inventory- and order-management system that gives you visibility across all your locations in real time.

* Available as an add-on module or through partners.

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• **Back-Office Integration**
- Order management and fulfillment
- Accounts receivable, accounts payable
- Multi-currency
- Time and billing
- Purchasing
- Inventory management
- Pick/pack/ship
- Drop shipment/special order
- Integrated FedEx®, UPS, and USPS shipping functionality

• **Real-Time Visibility**
- Role-based dashboards
- Key Performance Indicators
- Direct drill down

Multi-channel shoppers spend 30% more than single-channel shoppers, according to analysts.

"Bottom-line: with NetSuite and OnSite, I am a true multi-channel retailer running on one integrated platform — accounting, ecommerce, CRM, point-of-sale. I have peace of mind with an IT staff of zero."

— Chuck Utterback, Owner

Get Closer to Your Customers

Get a 360-degree view of each customer so that you can make them feel special. See their purchase history, shipping addresses and communications with your company, whether they interacted with an online store or an offline one. Provide personalized marketing to your customers based on their purchase history or demographics. Offer customers self-service options to view their order history online, reorder, and find answers to their own questions 24/7. You'll also be able to produce shipping labels from UPS, FedEx® or USPS, and automatically retrieve and forward package-tracking information.

Integrate Your Web Site with Your Business

Deliver an intuitive, "Amazon.com-like" experience to your customers. Build a high-impact Web site from the ground up with simple-to-use tools, or simply integrate your existing site. NetSuite Multi-Channel Retail Management Suite also provides a full-featured Web store that integrates directly into your business, allowing you to import orders, reduce inventory, and create customer records. NetSuite also enables a global Web presence, with multiple language and currency options plus built-in customs documentation for shipping.

Support the Latest Point-of-Sale (POS) Systems

The NetSuite-OnSite POS integration (through NetSuite partner OnSite) allows you to use the power of NetSuite for all in-store transactions. It also supports the latest POS hardware from leading vendors. The NetSuite-OnSite POS integration includes:

- Integrated card-present (swiped) credit-card, PIN-debit, and gift-card acceptance
- Support for bar-code scanners, electronic-signature capture devices, receipt printers, and terminals
- Manager security overrides for refunds and other sensitive activities
- Special-order management including in-store Web-order pickup, customized item purchases, and fulfillment/shipments
- Cash-drawer management with centralized reporting
- Time-clock management for individual employees.

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Perform Automated Merchandising and Marketing
The NetSuite Multi-Channel Retail Management Suite can automatically calculate inventory re-order points and preferred stock levels by item and location, and can automatically create purchase orders to maintain these levels. To help you cross-sell, it can provide product recommendations based on customer sales history, both on the Web store and to retail cashiers. NetSuite can also send emails to shoppers who abandon their shopping carts, with coupons for the products they abandoned. NetSuite can also manage automated drip-marketing campaigns, sending follow-up emails with larger coupons every week until the shopper completes the purchase.

See a Unified Real-Time View of Your Business
With NetSuite Multi-Channel RMS, order data flows from all of your retail locations — including your Web store — 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.

Manage Campaigns and Promotions
NetSuite Multi-Channel RMS 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, costs and return on investment (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 capabilities, volume pricing and customer-specific discounts.

Manage by Metrics
Retail companies can manage their businesses with key metrics and make timely, fact-based course corrections 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, trend graphs, and KPI scorecards in real time.