

# TOP COMMERCE PLATFORM PROVIDERS



NetSuite is a leading commerce solution provider that enables merchants to run their business from a single, unified cloud platform. NetSuite's omnichannel commerce platform, SuiteCommerce, allows businesses to move from single channel, siloed systems to a unified commerce solution that seamlessly connects ecommerce, point of sale (POS) and call center systems with order and inventory management, customer management, marketing and financials. Remedying siloed systems and initiating a one-system approach will create a single source of truth for customer, order and inventory data for use in unique and differentiating ways, enabling the brand experiences that customers want and expect. Organizations that use NetSuite are able to provide more personalized and relevant customer experiences, streamline operations, manage suppliers and stock more efficiently, speed fulfillment and improve customer service.

#### Key components of the SuiteCommerce platform include:

**Ecommerce.** Supporting the needs of both B2C and B2B ecommerce from the same platform, SuiteCommerce Advanced provides businesses with fast and engaging web stores that deliver great shopping experiences optimized for any device. Your online business can easily expand by selling through multiple brands, languages and currencies atop a single ecommerce platform. And with pixel-perfect design capabilities and unlimited layout control, you can create an engaging site that reflects your brand.

**Point of Sale.** SuiteCommerce InStore enables the convergence of the physical and digital shopping experience. Store associates are able to access products shoppers have added to their ecommerce shopping carts or wish lists from the point of sale system and add them to an in-store transaction with a few clicks. Products that shoppers find in store and would like to save for later can be added to their ecommerce wish lists and purchased online at a later time. As a full-featured POS solution that performs traditional point of sale transactions, store associates also have access to complete inventory and customer information to engage shoppers more effectively, drive more sales and provide a satisfying shopping experience.

## CONTACT INFO

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**Order & Inventory Management.** With real-time, enterprise-wide inventory visibility, including stores, reduce excess inventory, capture lost sales and promote the most profitable products to your customers. Utilizing this inventory insight, NetSuite Order Management enables you to meet and exceed rising customer expectations for omnichannel fulfillment, while profitably scaling your business. Orders from multiple channels are managed all in one place. By automating your order promising, allocation, orchestration and execution processes and intelligently fulfilling orders based on global inventory availability and business rules, you can efficiently manage fulfillment, eliminate manual work and manage only by exception.

**Customer Relationship Management.** With NetSuite Customer Relationship Management (CRM) running as an integral part of your commerce platform, you get unprecedented visibility into your shoppers. NetSuite CRM provides a single, 360-degree view of each shopper from all channels and touchpoints, allowing you to deliver personalized and consistent service, provide relevant, engaging shopping experiences, build loyalty, deepen relationships and grow lifetime value.

**Commerce Marketing.** When email marketing is used as a part of your commerce marketing strategy, it's a revenue-generating powerhouse. Using cart, order and product data, merchants are able to deliver timely, relevant, data-driven digital marketing such as abandoned cart campaigns, post-purchase campaigns, loyalty programs and cross- and up-sells programs that fuels engagement throughout the customer lifecycle.