



FIVE PILLARS TO UNLIMITED RETAIL GROWTH

Build Your Business Around Your Customers, Not Channels

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NETSUITE

Today more than ever, it's all about the **customer**. The expectations customers place on retailers are motivating retailers to deliver a best-in-class customer experience across channels. To achieve that goal, it's all about simplicity in **business process execution**.

Forward-thinking retailers and brand manufacturers looking to expand their business across channels, brands and the globe are seeking a complete commerce platform that will ease the process from back-end systems to the POS, ecommerce and beyond.

B2C, B2B & B2B2C

Manufacturers are now retailers and direct sellers. Retailers are now manufacturers and direct sellers. These entities are no longer just B2B or B2C companies, and they need a platform that can support their growth and expanded capabilities.

The focus must be on innovation, insight and consistency to enable unlimited growth. Those goals can be achieved by following five key steps, with the customer as the central focus:

1. Adopt a single commerce platform.
2. Access a 360-degree view of the customer.
3. Implement intelligent order orchestration.
4. Deliver innovative customer experiences.
5. Enable unlimited expansion.

This ebook offers clear direction to help retailers and brand manufacturers implement the five steps to customer-centric success, using real-world examples backed by industry research and statistics.

1. ADOPT A SINGLE COMMERCE PLATFORM

Offer true omnichannel shopping and service through the cloud

To achieve success in today's digitally competitive marketplace, retailers need to simplify processes by consolidating systems. This strategy will eliminate duplication and fragmentation while delivering real-time analysis that will enable marketers to make quicker and more relevant decisions.

With a single cloud platform across front-end and back-office systems, integration costs are reduced dramatically. This cloud-based approach also allows the system to communicate and integrate with other cloud applications, further increasing efficiencies and capabilities.

It's clear that today's retailers are realizing that cloud-based platforms provide significant long-term benefits—essentially a single platform to run the entire business.



Creating a unique, personalized and compelling mobile, web and in-store experience will differentiate your brand and exceed customer expectations.

Design the Experience You Want for Your Brand

Provide engaging customer acquisition and retention experiences by utilizing a single source of item, inventory, customer and order data to feed your customer-facing systems.



International Wine Accessories
www.iwawine.com

Switching to NetSuite in 2009, International Wine Accessories traded in QuickBooks and proprietary systems for a unified cloud-based platform to manage its financials, inventory and order management, CRM and ecommerce. As a retailer and manufacturer of high-end wine cabinets, coolers and accessories, IWA sells to its wholesalers and direct to consumer through its ecommerce site, iwawine.com.

FAST GROWTH, LOWER OPERATIONAL COSTS

IWA increased revenue by 300 percent and saved over \$24,000 a year in labor and maintenance costs using the NetSuite solution. With a single view of customer data, IWA can effectively manage support cases and segment its email marketing campaigns for a more relevant and personalized experience. NetSuite also provides a centralized repository of all product information that easily exports data to Amazon and Google Merchant and other services in 15 minutes vs. four hours manually.

Customer Story: International Wine Accessories

“The NetSuite solution allows us to work smarter and more efficiently, while at the same time providing a higher level of service to our customers.” **Ben Argov**, President, IWA



Mystery Ranch
www.mysteryranch.com

Mystery Ranch manufactures and sells packs and load carriage systems across a variety of channels and types of customers. The company began in 2000 and now boasts seven manufacturing plants across North America and Asia, and manages an international distribution network. Their QuickBooks implementation could no longer accommodate their expanding business model. They also shifted to a direct-to-consumer strategy and needed an ecommerce solution to engage consumers.

UNIFIED COMMERCE, MANUFACTURING AND DISTRIBUTION

Mystery Ranch reviewed a number of options but chose NetSuite in 2009 for its manufacturing, financials, sales, customer support and ecommerce. In 2015, the company upgraded its website to SuiteCommerce Advanced, providing a streamlined buying process and high-impact, engaging brand experience.

Customer Story: Mystery Ranch

“With NetSuite everything works together—our financials, manufacturing, inventory, distribution and ecommerce. It’s very intuitive and cloud-based, and we avoid the high cost of integrating a bunch of siloed systems.”

Dana Gleason, Co-founder, Mystery Ranch

2. ACCESS A 360-DEGREE VIEW OF THE CUSTOMER

Provide innovative, personalized and targeted offers and communications

Consistent customer experience is now part of the retail dictionary across all industry segments and brands, and marketers are clamoring to deliver on that promise quickly. Being able to access one customer record across all channels and business models in real-time allows retailers to obtain that often-elusive single version of the truth. Finally marketers are able to determine the true lifetime profit for every customer.

Drive revenue and profitability with a complete understanding of a customer's omnichannel lifetime value. By leveraging a more complete picture, you are able to target the right customer at the right time with the right product, building customer loyalty.



“We use NetSuite to deliver a holistic, omnichannel experience that drives customer satisfaction and repeat business while streamlining our operational business processes.”

Lovesac

3. IMPLEMENT INTELLIGENT ORDER ORCHESTRATION

Deliver on the promise of fulfilling, buying and returning anywhere without breaking the bank—domestically and globally

Today's demanding and digitally savvy shoppers expect their retail brands to provide a quick and seamless ordering process that delivers selected products at their convenience through their channels of choice.

To achieve this holy grail of ordering and delivery, retailers must have a best-in-class solution in place that provides real-time ordering information throughout the organization. The system of choice should include customizable business rules to seamlessly orchestrate each order throughout the entire supply chain and the vendor network.

Despite the popularity of online shopping, physical stores aren't going anywhere. As long as retailers keep the experience easy and seamless, consumers will keep shopping in-store. Consumers agree that there is a need to go into a physical store to purchase items and the majority of consumers believe the most appealing retail stores have features that simplify and streamline the shopping experience.



4. DELIVER INNOVATIVE CUSTOMER EXPERIENCES

Use mobile, social, web and in-store tools to provide an engaging and relevant brand experience and deliver on customer expectations

Retailers have to be on their toes when it comes to the customer experience. Shoppers today are looking beyond price comparison; they are seeking retailers they can relate to that provide the most relevant and engaging customer experiences. Your customer experience is a brand differentiator.

Despite significant investments in enhancing the customer experience online and in-store, retailers are not able to keep up with rapidly changing customer expectations, as seen from a survey done by NetSuite and Wakefield Research on consumer expectations.

No matter the generation or era of retail we transition into, a 360-view into both customers and your business across all channels will deliver on the shopping experience that matters. Building personalization, shopper loyalty and trust comes through embracing the technologies that are going to grow with your business and live up to the change that today's on-demand economy requires of us.

There's clearly an opportunity for forward-thinking retailers to get on board with the latest solutions that can help improve the customer experience.

5. ENABLE UNLIMITED EXPANSION

Secure successful growth across channels, brands and the globe

Global expansion is the ticket to long-term success for many retailers and manufacturers. The borders of the U.S.

no longer provide the expansion possibilities needed to sustain a growing business.

A comprehensive global solution will operate from a single platform that offers the following benefits:

- Supports multiple countries, languages, tax rates and currencies.
- Creates and manages multiple web sites for individual brands, geographies and business models—all from a single site instance.
- Combines business-to-consumer (B2C) and business-to-business (B2B) selling models on a single platform with a dramatically lower investment and without the need to maintain separate systems.

Systems should not be the inhibitors to global growth, but in many cases outdated systems do not offer the speed and agility to react to new demands. Business solutions need to be able to address a variety of significant changes and updates, such as new branding, new product concepts, company spinoffs and international growth.



Williams-Sonoma
www.williams-sonoma.com

Handling the complexities of global, multi-channel commerce was the driver behind Williams-Sonoma's desire for a single commerce solution. With eight brands, 581 stores and \$4.4 billion in annual sales, the specialty retailer of home products needed to be able to quickly and efficiently expand its brand and global offerings. The retailer initially chose Australia and the U.K. as the No. 1 and No. 2 target markets.

With NetSuite SuiteCommerce and OneWorld solutions, Williams-Sonoma gained the ability to efficiently move into new global markets. In 2013, the retailer launched its first company-owned—and-operated stores and websites abroad, in Australia. Partnering with NetSuite, the retailer was able to launch all four stores and sites within a very tight timeframe.

Press Release: Williams-Sonoma, Inc. Selects NetSuite SuiteCommerce for its Multi-Channel Global Commerce Platform

“Since 46% of our business is direct to consumer, we had to have something that was ‘pixel perfect. The NetSuite solution offers all the feature functionality we were looking for. In fact, in some areas the NetSuite solution is better than what we have domestically.”

John Strain, CIO, Williams-Sonoma

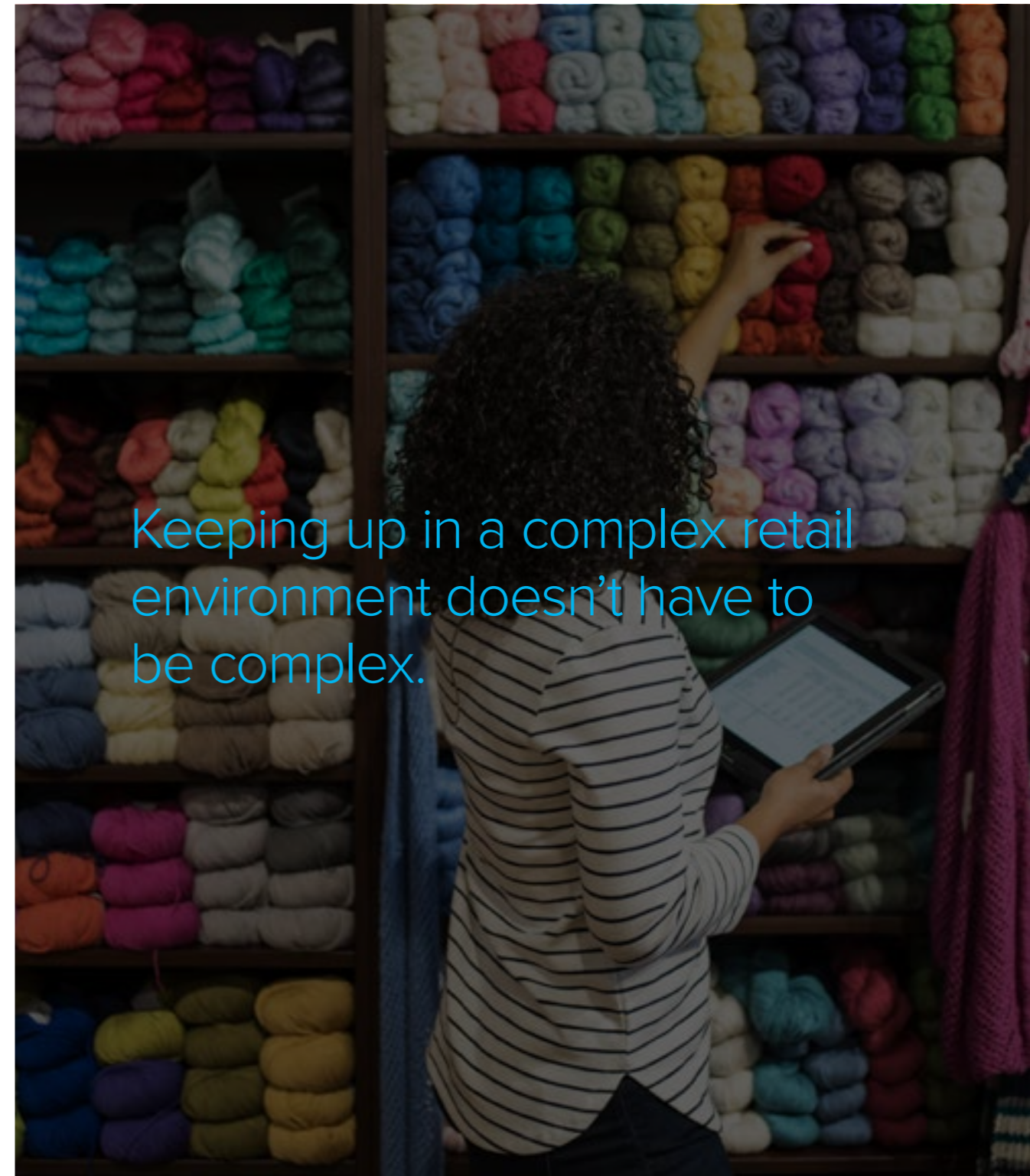
CONCLUSION

Retail has become a complex environment comprised of numerous channels, multiple regions and specific target markets. But keeping up doesn't have to be complex. With the right solutions and systems in place, retailers can remain agile, efficient and profitable.

This ebook takes retailers and manufacturers through a five-part process that can help deliver long-term loyalty and profits. Each step along the way includes real-world customer examples:

1. Adopt a single commerce platform.
2. Access a 360-degree view of the customer.
3. Implement intelligent order orchestration.
4. Deliver innovative customer experiences.
5. Enable unlimited expansion.

These five imperatives can be delivered through an integrated end-to-end cloud-based commerce platform. This type of solution can fulfill the needs of retailers of all sizes and segments. Get started today before your competitors beat you to the punch!



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