

# SuiteCommerce Site Builder

*Unify Your Web Store with Your Business*

## KEY BENEFITS

- Easily create a full-featured, customizable web store
- Single, unified cloud-based commerce system
- Gain a 360-degree customer view from all channels and touchpoints
- Display real-time inventory status on your web store
- Flexibility to support any business model, including B2C and B2B
- Drive sales and measure marketing effectiveness
- Build deeper and more personalized relationships with your customers

## SUITECOMMERCE CUSTOMERS

SERENA & LILY

LILLA P.

SPORTSTOP.com

ROCO  
CHOCOLATES

CELL  
BIKES

Saddleback

MAGELLAN

RUFFWEAR  
For Dogs On The Go

NetSuite SuiteCommerce Site Builder provides businesses with an ecommerce web store that delivers a great shopping experience, while seamlessly managing your business with a complete commerce platform that will transform how your business operates. Unlike first-generation ecommerce systems, SuiteCommerce is unified with the systems of record you use to run your business—order management, inventory, marketing, customer support and financials—providing a single view of your customers and business.



## Great Looking, Customizable Sites

Set your website apart with site-building tools that allow you to create your own individual look or choose from a variety of appearance themes and site layouts. Best of all, no HTML expertise is required to set up or manage your web store.

- **Customize all aspects of your web store.** Site Builder provides templates for each portion of a page and exposes the HTML to allow site designers to modify these templates. Alternatively, designers can create their own templates from scratch. You can also upload cascading style sheets (CSS) or build your own HTML pages.
- **Publishing capabilities.** Easily publish unique content to your site. By using smart tags, convert static sites into dynamic pages, pulling key business data from the NetSuite database. Similar to what can be done with ASP or PHP pages, these tags can pull almost any item, customer or custom record field from the database and display it in your HTML pages.

## Complete Web Store

- **Search.** Enter alternative spellings or synonymous search keywords for each item to ensure that customers receive the search results they want.
- **My account.** Allow shoppers to view order status and purchase history, track packages, manage returns and refunds, submit support issues and view responses, update account information, reorder, review and approve quotes, pay invoices and more.
- **Pricing.** Set different pricing levels for the same item for different customers and offer channel or volume discounts. Give customers their own negotiated prices, terms and credit limits.
- **Cart.** Secure shopping cart with integrated real-time credit card processing with Payment Card Industry Data Security Standards (PCI DSS) compliance and multi-level fraud protection, coupons, gift certificate, cross-selling and more.
- **Go global.** With support for multiple languages, currencies, taxes/VAT, subsidiaries and international shipping prices and documentation, you can sell globally.
- **Inventory visibility.** Show real-time product availability on your web store. Automatically remove out-of-stock items from your site.
- **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.

 To find out more, contact NetSuite Inc. at 1-877 NETSUITE or visit [www.netsuite.com](http://www.netsuite.com).

## KEY CAPABILITIES

### • Web Store

- Customizable, full-featured web store
- Advanced pricing
- Display real-time inventory status

### • Marketing & Promotions

- Flexible coupons
- Deploy and track marketing campaigns
- Integrated affiliate marketing

### • Merchandising

- Automatic 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

- Operate different websites from one account
- Support B2C and B2B from single platform

### • Analytics & Dashboards

- Built-in, customizable dashboards
- Wide breadth of web analytic reports

## Personalized Marketing and Promotions

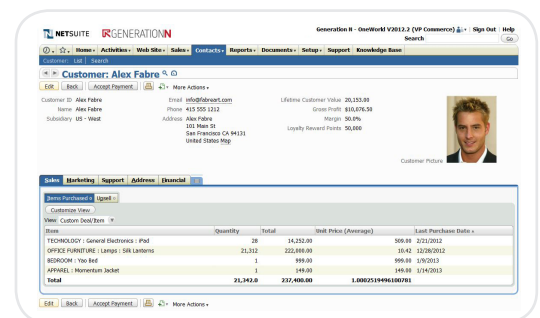
- **Integrated, closed-loop marketing.** Run multiple types of campaigns—email, paid search, affiliate or direct mail—and automatically track their lifetime revenue and profitability.
- **Automated upsell and cross-sell.** Display upsell and cross-sell recommendations based on what other customers have purchased, helping increase sales and order size.
- **Promotions.** Set different promotions to encourage sales of specific items or group of items.
- **Coupons.** Restrict coupons to stores, customer groups, time periods, products and categories.
- **Affiliate management.** Track all leads and sales coming from your affiliates, report on every sale, automatically calculate commissions and provide your affiliates password-protected access to this information.

## Built-in Web Analytics and Reports

- **Cart abandonment.** Know exactly who abandoned a shopping cart and the items abandoned, then automatically send emails to these shoppers, perhaps with a coupon for the items they abandoned.
- **Shopping activity.** Analyze customer traffic, average order value, conversion ratios and more to optimize your site and increase sales.
- **Referrer and keyword.** Understand how visitors are finding you, whether visitors are clicking on paid vs. organic keywords and which referrers and keywords yield the greatest site traffic and conversion. Report on the lifetime revenue earned from each referrer and keyword.
- **Search engine and affiliate marketing.** Get the lifetime revenue generated from each affiliate or search engine. Further break this down to revenue per visitor and revenue per customer.
- **Search.** See what queries visitors have run on your site, how frequently, how many results were returned and the conversion rate for each search term. Drill down to find out which visitors performed each search. Use this information to make sure your items properly show up in search results.

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



*NetSuite customer record provides insight into each users behaviors and activities on your site.*