RETAIL INDUSTRY
NetSuite Services

In the retail industry, "the customer is always right" is a business philosophy that hasn't changed.

What has changed, however, is the customer.

In today's digital world, a customer is only limited by the amount of time they can spend online—and that time is precious. As a retailer, you can gain a loyal customer or lose them forever depending on the customer experience you provide. Your customers want to engage across a variety of channels and touchpoints. They expect a consistent and seamless experience regardless

Key Benefits

- Optimized customer experience
- Faster time to value
- Stronger data
- Improved efficiency
- Improved visibility
- Improved planning
- Improved inventory management
- Higher user adoption
- Greater competitive advantage

of their location or channel. The "Amazon effect" has disrupted the industry, and smaller businesses are clamoring to sell on the platform. How does your business fit in? And once you overcome those hurdles, how do you manage, scale and sustain your success?

Disparate systems can lead to a wave of transactions and data—especially when you consider the sheer number of SKUs that retailers manage, multiplied by location, impacting both internal and external operations. Exceptional service requires the integration of ERP, POS and ecommerce, and a better understanding of how to track your customers and competitors through analytics.

Are you ready?

NetSuite Services is.

NetSuite Services offers companies in the retail industry support for the full lifecycle of your business—from the initial NetSuite implementation with our exclusive SuiteSuccess methodology—to our online training services with Learning Cloud Support—to continuous managed services with Advanced Customer Support. We help you seamlessly transition to the cloud, allowing your business to focus on delivering exceptional experiences for your customers. Whether you are adopting omnichannel capabilities, selling direct to your consumer or navigating your way through the "Amazon Effect", we are here to help you every step along the way.

We have a deep appreciation of the challenges retailers face and understand the leading

practices required to help your business operate at peak efficiency. We leverage SuiteSuccess to ensure a solution built and vetted for retail companies. The results are industry-leading omnichannel capabilities, improved business visibility, unified data, optimized location management, improved planning and inventory management, and greater user adoption.

NetSuite Services – For the Full Lifecycle of Your Business

NetSuite Services is successful in meeting the unique needs of the retail industry because of the holistic approach we take with every industry. From Consulting Services, to Education Services to Support Services, NetSuite Services offers industry-specific support both before and long after you go live.

NetSuite's Services provides a full suite of offerings that includes the following:

Industry Expertise

At NetSuite, we lead with industry. We have deep expertise and experience in the retail industry and we leverage that expertise to enable us to configure and customize the software uniquely to your business. This expertise is integrated into our SuiteSuccess implementation methodology and our exclusive industry-specific add-on service offerings.

Consulting Services
SuiteSuccess, Packaged Services, Custom Services

You've invested in us, so we're investing in you. Our team of experts help ensure that customers aren't paying for any software that you don't need. Our SuiteSuccess methodology offers an agile and staged pathway for your success by engaging you continuously throughout the customer lifecycle and keeping you on an upward growth trajectory. And with NetSuite's Global Delivery Centers, our costs remain competitive.

Education Services
NetSuite Adoption Services, Product Training, End User Training

One of the most critical factors impacting your success with NetSuite is the proficiency of your users. Our Education Services offerings help ensure users take full advantage of NetSuite's features and capabilities. Our expert NetSuite education and adoption consultants will develop a comprehensive plan designed to fit your users' learning and business transformation needs, empowering them to drive business results.

Support Services
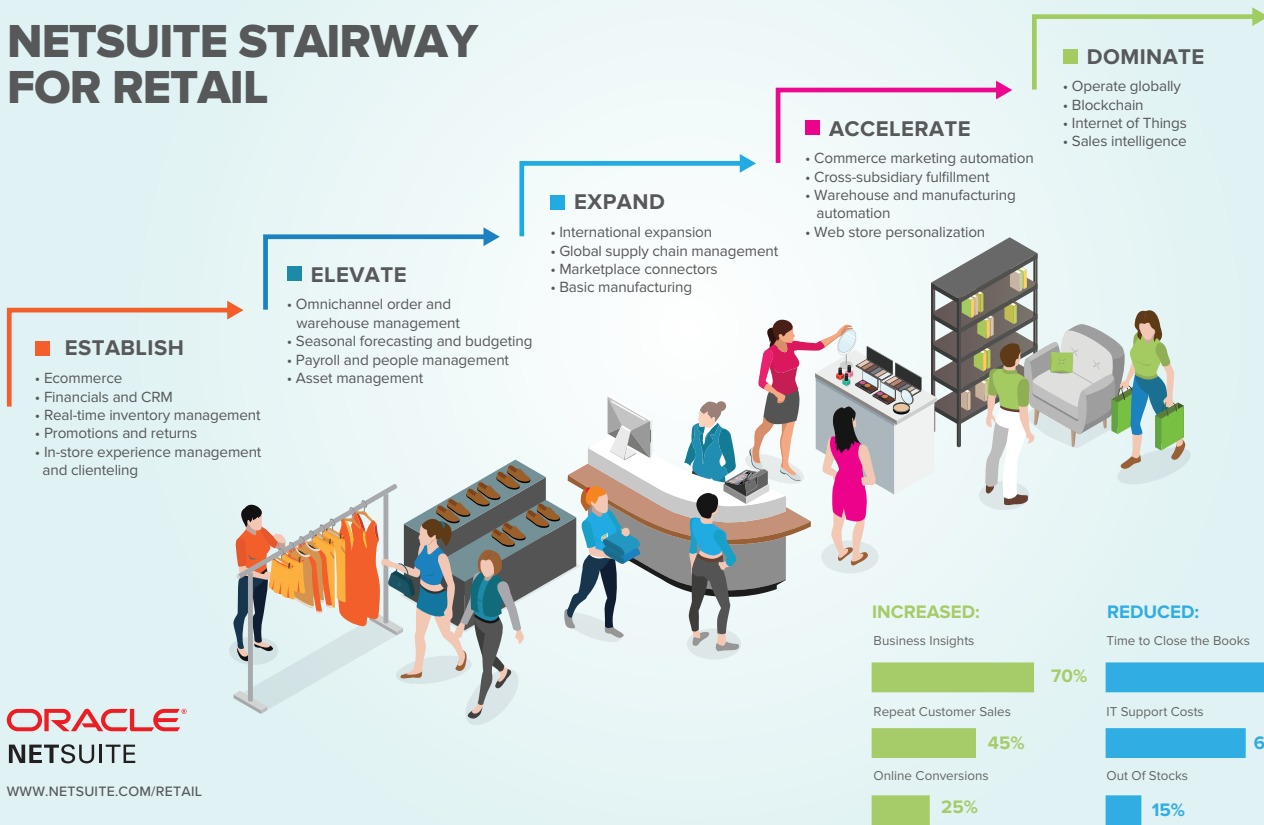### SuiteSupport, Advanced Customer Success (ACS)

SuiteSupport offerings range from Basic to Premium to provide you with the answers you need, when you need them. Customers who require more hands-on involvement can take advantage of Advanced Customer Support (ACS)—an umbrella offering that provides coverage across all products and all verticals, from technical to functional. ACS is a managed service that takes you from reactive to proactive, keeping your solution at optimal level, mitigating risks and increasing ROI as your business continues to grow and change.

Stairway to Your Success
We offer an agile and staged pathway for you to succeed by engaging you continuously throughout the full lifecycle of your business, keeping you on an upward growth trajectory tailored specific to the retail industry.

- Rapid and efficient implementation
- Leading retail industry practices
- Tailored delivery
- Growth and expansion

NETSUITE STAIRWAY FOR RETAIL

DOMINATE
- Operate globally
- Blockchain
- Internet of Things
- Sales intelligence

ACCELERATE
- Commerce marketing automation
- Cross-subsidiary fulfillment
- Warehouse and manufacturing automation
- Web store personalization

EXPAND
- International expansion
- Global supply chain management
- Marketplace connectors
- Basic manufacturing

ELEVATE
- Omnichannel order and warehouse management
- Seasonal forecasting and budgeting
- Payroll and people management
- Asset management

ESTABLISH
- Ecommerce
- Financials and CRM
- Real-time inventory management
- Promotions and returns
- In-store experience management and clienteling

ORACLE®
NETSUITE
WWW.NETSUITE.COM/RETAIL

INCREASED:

Business Insights — 70%

Repeat Customer Sales — 45%

Online Conversions — 25%

REDUCED:

Time to Close the Books — 75%

IT Support Costs — 60%

Out Of Stocks — 15%

Why NetSuite Services for Retail Companies

Implementing an ERP system can be extremely disruptive. How can you ensure success? NetSuite Services is the only services provider that can provide retail companies with ALL of the following:

- **Retail Industry Experience.** Our NetSuite Services team has a deep understanding of retail companies, the challenges you face and the best practices to help you transition to an optimal state of operations.

- **Leading Industry Practices to Accelerate Business Growth.** Our competitive advantage is that we not only have a product tailored for retail companies but we also have a deep bench of consultants that work with retail companies all day every day that share leading practices. Additionally, our verticalization in several industries enables us to share best practices from an adjacent industry, and a more robust implementation. These leading practices enable our customers to accelerate business growth.

- **NetSuite Expertise.** We have the highest number of certified NetSuite consultants in the marketplace. With our proximity to product development, we have the advantage of receiving updates from

product development and a broad network of solution consultants and technical account managers with both product knowledge and implementation know-how.

- **Omnichannel and Unified Customer Experience.** The unified customer experience is a key driver in the NetSuite value proposition. Our NetSuite Services team has the experience and expertise to deliver a seamless shopping experience across online and offline channels with a single view of the customer—helping to provide an exceptional customer experience.

- **Holistic Offering with ERP, POS and ecommerce.** Other service providers may focus on just on a single area—most commonly ERP. NetSuite offers a holistic solution integrating ERP, POS and ecommerce, and the skills to address and deliver specifically to meet omnichannel requirements.

- **Third-Party Software, Point Solutions and Ecosystem Architecture Expertise.** Our NetSuite Services team has expertise in third-party logistics, ecommerce and warehouse systems, and best practices for integrating these systems with NetSuite. We fully understand the ecosystem and architecture and how to integrate these solutions with NetSuite for optimal return on investment.

- **Reporting and Analytics.** Knowing your customer well through analytics is critical for retail companies. These are core capabilities of NetSuite enabled by NetSuite Services.

- **Reduced Risk, Speed to Market and Lower Cost.** We understand that retail companies cannot take people away from their day jobs for too long—you have a business to run. We understand that you want fast and you want quality, experience and expertise. Our SuiteSuccess methodology enables a faster time to market though integrated leading practices and your risk of implementation fatigue is highly mitigated.

- **High User Adoption.** Our education, training and testing teams ensure a successfully implemented solution that has a high adoption rate. NetSuite Adoption Services helps companies address the challenges of gaining stakeholder and end user consensus and buy-in, and achieving sustained adoption, long-term productivity and ownership of the new system. The outcome creates individuals and teams that are enthusiastic drivers for the change that are ready to harness the capability of NetSuite at go-live and sustain that productivity over time. We also offer product training for project teams, and user enablement through both end user training and our train-the-trainer program.

- **Minimal Time Investment.** NetSuite is your partner on the implementation—we perform most of the heavy lifting. Typically, a customer provides a few hours a week for two to four months and then they are on the "Omnichannel Retail" platform.

- **Improved Business Visibility and Actionable Insights.** Our offerings and services enable actionable insights that inform how your business is performing so you can respond to market pressures with real-time views of tailored KPIs that enable you to manage by exception.

- **Global Reach.** NetSuite Services enables retail companies to grow rapidly through international expansion. Through our recent acquisition by Oracle, we have even further strengthened our global footprint and reach with offices around the world.

- **Full Lifecycle Services.** We offer retail companies full lifecycle services from the initial implementation with our SuiteSuccess methodology through training and continuous support with our Advanced Customer Support managed services. We address the retail industry challenges of delivering an exceptional customer experience, adopting omnichannel capabilities and best practices, selling direct to consumer, the impact of the "Amazon Effect" and a very competitive marketplace. We also help operationally with data cleansing and migration, merchandise planning and inventory management, location management, integration with third-party software solutions, and user adoption and training for all your locations.

- **Post Implementation Managed Services.** We offer a true long-term partnership model with NetSuite Advanced Customer Support.