NetSuite for Ecommerce

There are countless platforms out there for making ecommerce sales. Shopify, WordPress, and Wix to name a few. However, once businesses start making significant ecommerce sales, they realize they need sophisticated software for managing their different sales channels, operations, supply chain, marketing, and more.

Further, this system will need to be deeply integrated with your existing technology stack to prevent manual labor, duplicate entries, errors, and overhead. For these reasons, countless ecommerce companies are learning that by installing the world's leading cloud-ERP,

NetSuite, they're able to take their ecommerce business to the next level.

NetSuite's SuiteCommerce is an all-inclusive commerce platform that helps transform siloed stores into fully integrated powerhouses. There's a number

of reasons why NetSuite for ecommerce just plain makes sense. Let's break down some of the key features in NetSuite that allow ecommerce businesses to scale.

Integrations

When a customer places an order online, you need to be certain that data is seamlessly flowing to all relevant pieces of technology. This data flow prevents duplicate labor requirements and ensures accuracy of order fulfillment and accounting. Things become more complicated with issues like international orders, refunds, order cancellations, subscription billing, and other processes.

If you're juggling an ecommerce platform, CRM, accounting software, supply chain management and more, there's a lot of room for error in these integrations. Not only does NetSuite offer holistic integrations with POS and ecommerce software, it serves as a world class CRM, inventory

management, HR, marketing, and accounting software as well.

Inventory Management

When you implement NetSuite for ecommerce, inventory management becomes a breeze. You can fulfill orders from any sales channel all from a central dashboard. You'll gain access to real-time inventory visibility allowing you to reduce excess inventory, capture lost sales, and promote your highest margin products to your customers. You'll also have an improved ability to manage supply and distribution chains for better information sharing, more accurate scheduling, and shortened time to market.

Data & Reporting

In a digital world, data is king. Ecommerce businesses need access to advanced analytics in order to gain an edge over the competition. One of NetSuite's key strengths is its reporting and analytics capabilities. Custom dashboards, automated reports,

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and saved searches are just some of the features NetSuite offers to appease even the most analytically minded. Gain actionable insights into your business with real-time reporting and customized KPIs to make sure the health of your organization is always in focus.

Forecasting & Budgeting

With a single, omnichannel view, you'll have increased visibility into how your customers behave within the sales cycle, and how fluctuations might impact your business in the future. Being able to successfully navigate changes in the sales cycle such as holiday shopping or changes in the economy will be crucial to your ecommerce success. Further, you can gain key insights into customer lifetime values, order frequencies, and more.

Customization

With NetSuite SuiteCommerce, you can create unique shopping experiences for your customers on an interface that's optimized

for any device. With more than half of all ecommerce sales happening from a mobile device (and devices varying in display sizes), customization and optimization will be key to improving conversion rates.

Plus, SuiteCommerce contains an easy to use drag-and-drop builder so you can build a beautiful ecommerce store without understanding coding languages. You can further customize your ecommerce store and back-office operations by using one of the many SuiteApps listed on NetSuite's very own SuiteApp store. Your business is unique, and its customer experience should be too!

Consistency

Many businesses are adopting a hybrid approach to sales, utilizing both ecommerce and in-person shopping options. A key strategy in digital marketing is creating a consistent and seamless user experience across channels. This becomes difficult when you have separate POS and ecommerce systems. By using a single integrated platform, you'll be able to keep the shopping experience consistent across all channels for all customers. Plus, you can even equip your sales teams with tools and information to assist and convert shoppers on the spot.

Native CRM & Other Tools

Managing a full tech stack can be exhausting. Integrating your ecommerce platform with your CRM, HR software, accounting platform, business intelligence programs and more leads to siloed data, difficult integrations, and a chance of it all breaking with the click of a button. One of the biggest perks of using NetSuite for ecommerce is the fact that NetSuite can act as all of these systems in one. No longer do you need to run multi-step integrations with programs like Zapier, or even custom build APIs. With NetSuite, you'll have everything you need to run a successful business while

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enjoying a single source of truth.

Scalability

Nearly every business dreams of becoming larger than they currently are, but scaling is rarely easy. If you're going to take your business to the next level, you'll need every resource you can get. Using NetSuite for ecommerce allows you to quickly deploy sales for a variety of new brands, channels, countries, languages, currencies and more. Manage all of your global sales, channels, tax rates, subsidiaries and more all from a central platform. There's a reason why 20% of Fortune 100 companies use NetSuite. Its ability to scale with you no matter how large you grow is why many users call it "the last ERP you'll ever need."

Conclusion

In the competitive world of ecommerce, having the proper tech stack in your corner is essential to gaining a competitive advantage. You'll want to craft flawless customer experiences that are consistent across all channels, convert more, and improve customer satisfaction. On the back-end, you'll need to manage your omnichannel sales, utilize a world class CRM, manage your marketing, access adept accounting and forecasting capabilities, track inventory and more.

With NetSuite, you can accomplish all of the above with a single cloud-based solution. Without the need for complex integrations between your systems, you'll be able to enjoy real-time data on your customers, supply chain, profit margins, marketing ROI, sales performance and anything else you might need.
If you're an ecommerce business that's ready to scale to the next level, put NetSuite in your corner today. You can learn more about NetSuite implementations by clicking here.