



A PATHWAY TO SUCCESS

Leading Practices for Health and Beauty

With thousands of successful implementations, NetSuite has a deep understanding of health and beauty businesses across all sectors and the many challenges they face. As the pace of change in business accelerates—especially for those still relying on aged, on-premise ERP systems, companies are struggling to keep up. As they strive to improve business performance and increase customer satisfaction in an increasingly competitive environment, they are struggling with:

- Metrics based on unreliable data.
- Ineffective inventory utilization.
- Difficulty expanding into multiple channels.
- Inefficient order processes and inaccuracies.
- Order orchestration and inventory visibility issues.
- Manual processes that cannot scale.

NetSuite: Built with leading practices for Health and Beauty

- **Continuous customer lifecycle engagement** to ensure seamless continuity from sales to services to support.
- **Full visibility across the organization** to operate at the speed of modern business, drive results and scale.
- **More than 3,000 hours worth of industry-leading best practices** already built in to the system.
- **Nearly two decades of expertise** across thousands of deployments to drive value on Day 1.
- **100+ pre-built reports and pre-configured roles** with dashboards and business intelligence metrics.

As they seek to address these challenges, health and beauty companies are concerned about the time and capital required to fix their back-end systems. However, they realize that the ability to rapidly adapt and scale is critical to their success. What they need is a proven solution that can rapidly accelerate their business with a modern architecture—to go from zero to cloud quickly. What they need is NetSuite.

NetSuite delivers a unique set of processes, activities and systems specifically designed to deliver rapid value. It provides our customers with a strong foundation to transform their

business with a pre-configured solution and methodology that includes proven:

- Detailed workflows
- Pre-configured functional roles
- Dashboards
- KPIs

These leading practices leverage NetSuite’s unmatched experience and knowledge in the health and beauty industry. The focus is on enabling our customers to rapidly meet their business objectives and seamlessly grow and scale with the NetSuite stairway.

ORACLE®
NETSUITE

NETSUITE STAIRWAY FOR BEAUTY & PERSONAL CARE

www.netsuite.com/beauty

Be Omni-Present via Omnichannel and make every Customer Experience Unique

REMEDiate



Standardize customers, orders, items and inventory onto one cloud platform.

ENHANCE



Enhance your omnichannel capabilities and provide a greater customer experience.

INNOVATE



Deploy technology in-store for full customer and inventory visibility with cross-channel fulfillment.

EXPAND



Leverage a 360° view of the customer to deliver personalized and intelligent campaigns.

TRANSFORM



Take disruption into your own hands. Technology is no longer the inhibiting factor.

OPTIMIZATION
1.5% improvement in gross margin²

CUSTOMER EXPERIENCE
30% of buyers complete at least 1/2 of purchases online³

OPERATIONAL EFFICIENCIES
56% increase in actionable insights²

ZERO TO CLOUD IN 100 DAYS¹

¹ In 100 Days is only for the Remediate phase
² SL Associates - Results as Measured in Comprehensive Study of NetSuite Customers
³ Forrester Research, B2B e-commerce sales will top \$11.3 trillion by 2020, April 2, 2015
⁴ SL Associates - Results as Measured in Comprehensive Study of NetSuite Customers

A Proven Path to Success for Health and Beauty

NetSuite delivers a unified and phased pathway for our customers to succeed and scale their business. Here is how it works:

- NetSuite's unified cloud data model, allows for a single view of financials, customers, orders, items and inventory. With its experience in the sector, NetSuite knows just how difficult it is to sell anything without it. Getting a business on a real-time platform so all channels are operating from a unified base is the critical foundation health and beauty companies need to succeed.
- Revenue streams are optimized with the addition of point of sale, ecommerce or other omnichannel capabilities to enhance and provide a greater customer experience. This phase is critical as increasingly buyers move online, according to the latest research 30 percent of buyers complete at least 1/2 of their purchases online.
- With a solid platform in place, brands are freed from the overhead of an IT infrastructure and can begin to dream up innovative ways to engage the customer across all touchpoints using marketing automation, targeted email sends and loyalty programs.
- With a unified data model at the core of the business, feeding a single-view of accurate data across the entire enterprise, brands are equipped to handle industry disruptors and have the agility to prepare for whatever may be "next".

NetSuite: At a glance

- World's #1 Cloud Business Software Suite
- Run by 40,000+ organizations
- Fastest growing financial management software provider according to Gartner
- Founded in 1998

Rapid implementation

NetSuite uses the experience gained from thousands of deployments to speed ROI. Expert implementation equips customers to make the most of NetSuite and expand towards next-generation solutions.

- Deep health and beauty industry expertise
- Proven leading practices
- Pre-built configurations
- Turnkey setup and training

Proven ROI

- 3–5% increase in customer loyalty
- 5–25% reduction in out of stocks
- 30–50% decreased time to resolve customer issues



NetSuite delivers a number of roles that are pre-configured to ensure rapid adoption and quick speed of implementation:

- Chief Executive Officer
- Chief Financial Officer
- Controller
- Customer Support Representative
- Inventory Manager
- Marketing Manager
- Merchandise Manager
- Senior VP of Stores
- Store Associate
- Store Manager
- VP of Commerce
- Warehouse Manager

Delivering Transformative Results

Solution providers will often talk about ‘roles’—however, NetSuite delivers all the tools needed from day one so that anyone can get up and running quickly with the right workbench to be successful. Whatever the job function, it will come pre-configured with all the KPIs, reminders, reports and value driven dashboards for daily and strategic needs—proven from years of real-world use by thousands of people in similar roles at health and beauty companies.

In a study by SL Associates, health and beauty companies reported stunning improvements in key performance metrics after switching to NetSuite’s cloud-based software solution.

- Reduce Time to Close Books + 75% to 90%
- Improved Production Efficiency and Lead Times + 50% to 80%
- Reduced Obsolete Inventory Costs + 60% to 80%
- Improved Staff Utilization Due to Automation + 10% to 25%
- Improved Order Processing Efficiency + 45% to 75%

NetSuite has packaged nearly two decades of experience from thousands of deployments into a set of leading practices that paves a clear pathway to success and is proven to deliver rapid business value.

Are you ready to put NetSuite leading practices to work and transform your business?