

# NETSUITE STAIRWAY FOR OMNICHANNEL RETAIL

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

ZERO TO CLOUD  
IN 100 DAYS<sup>1</sup>

**OPTIMIZATION**

56% increase in actionable insights<sup>2</sup>



**CUSTOMER EXPERIENCE**

30% of buyers complete at least 1/2 of purchases online<sup>3</sup>



**OPERATIONAL EFFICIENCIES**

1-5% improvement in gross margin<sup>4</sup>



**PROBLEM**

**IMPACT**

**SOLUTION**

**TRANSFORM**

- Lack of mobile and social strategy
- No Omni-Marketplace presence

- Missed opportunity to connect with customer
- Limited brand visibility

- Social branding
- NetSuite omni-marketplace
- Global

**EXPAND**

- Poor close rates
- Customer whitespace
- Missed channel opportunities

- Sub-optimized revenue per customer
- Customer experience stagnation
- Inconsistent customer experience

- Email marketing
- Commerce marketing
- Loyalty

**INNOVATE**

- Lack of visibility into the supply chain
- Inability to expand channels
- Blurring of marketing
- Customer purchasing

- Order fulfillment errors
- Revenue loss to other channels
- Lost opportunity to cross-sell/up-sell

- Omnichannel commerce
- Point of sale
- Mobile clienteling

**ENHANCE**

- Loss of customers due to online strategy
- Amazon threat
- Inconsistent customer experience

- Market share loss
- Revenue leakage
- Inconsistent loyalty

- Work orders and assemblies
- Financial and demand planning
- Warehouse management

**REMEDiate**

- Finance disconnected from commerce
- Inaccurate order fulfillment
- Inconsistent customer experience
- Lack of inventory visibility

- Revenue loss
- Brand degradation
- Employee turnover
- High inventory

- Financial management
- Intelligent order management
- Commerce ready
- Customer 360°
- Operational business intelligence
- Inventory and product information management

<sup>1</sup> In 100 Days is only for the Remediate phase  
<sup>2</sup> SL Associates - Results as Measured in Comprehensive Study of NetSuite Customers  
<sup>3</sup> Forrester Research, B2B e-commerce sales will top \$1.13 trillion by 2020, April 2, 2015  
<sup>4</sup> SL Associates - Results as Measured in Comprehensive Study of NetSuite Customers