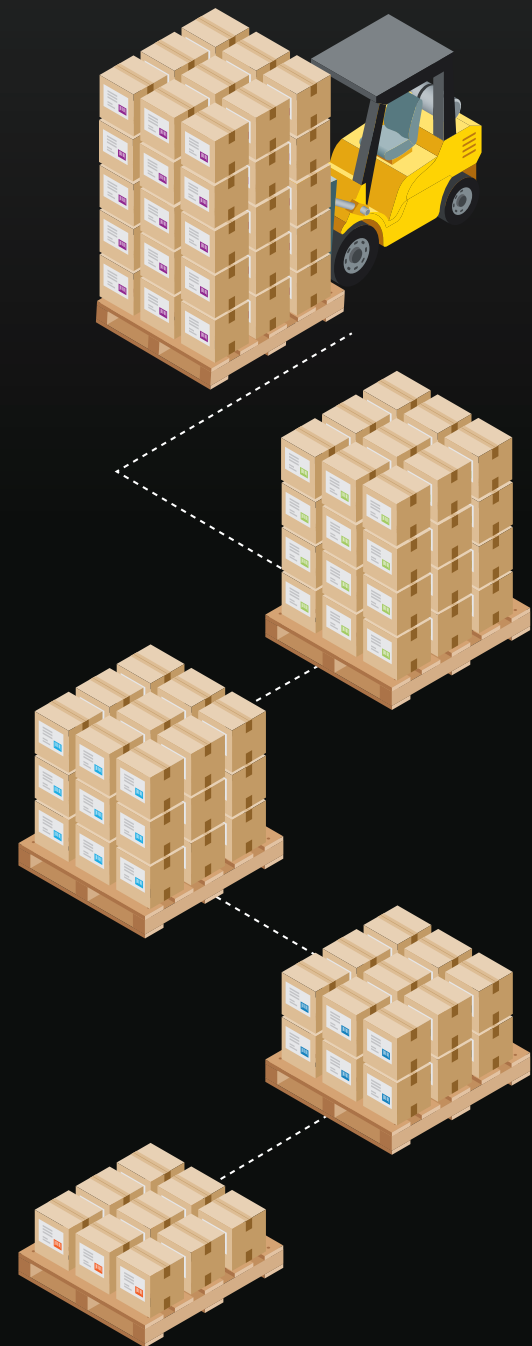


NETSUITE STAIRWAY FOR WHOLESALE DISTRIBUTION



	CHALLENGES	NEGATIVE IMPACT	SOLUTION
TRANSFORM	<ul style="list-style-type: none"> • Lack of insight into customer behavior • No closed-loop ROI 	<ul style="list-style-type: none"> • Stagnant Growth 	<ul style="list-style-type: none"> • Business intelligence • Marketing automation • Price and margin management
ENHANCE	<ul style="list-style-type: none"> • Inefficient inventory utilization • Consumer directed fulfillment • Service cross sell and upsell 	<ul style="list-style-type: none"> • Poor use of working capital 	<ul style="list-style-type: none"> • Warehouse Management (WMS) • Field service
INNOVATE	<ul style="list-style-type: none"> • Lack of visibility into the supply chain • Inability to expand channels • Order inefficiency and inaccuracy 	<ul style="list-style-type: none"> • Customer attrition 	<ul style="list-style-type: none"> • Supply Chain Automation (SCM) • Bar coding
EXPAND	<ul style="list-style-type: none"> • Lack of visibility into the supply chain • Inability to expand channels • Order inefficiency and inaccuracy 	<ul style="list-style-type: none"> • Market share loss 	<ul style="list-style-type: none"> • B2C and B2B commerce (B2X) • Supplier-customer experience • Work orders and assemblies
REMEDiate	<ul style="list-style-type: none"> • Finance misery with close and audit • Lack of order orchestration • Lack of inventory visibility • Inconsistent customer care • Manual processes • Legacy platform 	<ul style="list-style-type: none"> • Revenue loss due to over-promising and under-delivering • Inability to scale 	<ul style="list-style-type: none"> • Financial (FMS) • Order management • Inventory • CRM • Operational BI