



B2B Commerce

Going Beyond Online Purchasing

B2B COMMERCE

The B2B buyer of yesteryear is long gone.

Digital technologies have not only changed the way business professionals research and buy products, they've raised the bar on expectations for great buying experiences.

While many business-to-business (B2B) companies realize that the B2B commerce journey is evolving, some fail to understand that today they are not just vying for business against their traditional direct competitors. The market for B2B commerce also has the attention of online marketplaces like Amazon, Google, eBay and Alibaba, and this is creating a scenario where the same digital transformation experienced in business-to-consumer (B2C) markets is poised to impact B2B.

With these large global ecommerce brands zeroing in on the B2B space, businesses have no time to spare to develop and improve the B2B commerce experience they provide to customers. If you're not taking steps to bring your business online, you're going to get left behind. And if you launched your website a while ago, is the technology you are using limiting your ability to update and innovate the buying experience to support your customers' expectations?

“The ecommerce site is the future of our customer service—customers can do nearly everything online that they can by phoning our call center.”

— Heinrich Johnsen, Owner,
Christian Art Gifts

SOLUTION

Succeeding at B2B commerce takes more than an attractive website. Companies need to create sites that engage with business customers and help them quickly find the products they need to save time and do their jobs better.

NetSuite's cloud ecommerce platform, SuiteCommerce, easily adapts and scales to the unique B2B selling and buying scenarios required by your industry.

With the SuiteCommerce Customer Center, you can provide your customers with a password-protected, self-service portal to manage all aspects of their business relationships with you, including accessing their order history and details of every sales order, viewing order status, tracking shipments, placing routine/repeat and bulk orders, paying invoices—and more.

Multiple Sites on the Same Platform

You can rapidly deploy and manage multiple B2B and B2C sites on the same platform using existing catalogs, content and infrastructure to create custom sites and catalogs. Manufacturers and distributors can offer direct-to-consumer online

sales in addition to supporting the traditional B2B channel. Plus, you can easily manage sites with multiple languages, currencies, brands, taxes and other regional requirements from the same platform.

Unified Commerce Platform

With SuiteCommerce, your web store is natively unified with your back-end operational systems, including order management, ERP and CRM. This eliminates the challenge of integrating and maintaining separate systems. You get the ultimate in business agility with a cloud-based solution that provides the flexibility needed to keep up with the pace of business, reduce operational costs, increase efficiencies and eliminate the hassles of managing hardware and software.

“The SuiteCommerce B2B Customer Center enables our retail partners to place orders, track status and pay invoices. We moved half of our B2B transactions online in less than four months and expect increased online transaction rates as dealer system awareness grows.”

—John Martinez, Director of Information Systems, VHA Corp

FEATURE

NAILING THE CUSTOMER EXPERIENCE

Today, B2B buyers want their interactions on B2B ecommerce sites to meet the same customer experience standards they find with B2C websites.

SuiteCommerce offers a platform that enables you to create whatever commerce experiences you want across all channels.

Mobile

SuiteCommerce is fully optimized for mobile. Using responsive web design, your site automatically adjusts screen sizes and capabilities to different devices – computers, mobile phones or tablets.

Relevant and Personalized

NetSuite provides a single system of record for customer information, interactions and transactions. Using NetSuite, segment customers to drive engaging and personalized shopping experiences, marketing campaigns and promotions.

Increase Order Value

Dynamic merchandising makes it easy to present upsell and cross-sell options to your customers and suggest related products based on your specific merchant-driven rules, including browsing behavior, items in a cart, best sellers or higher margins.

Rich and Engaging

With NetSuite, your business can offer an appealing B2C-like customer experience with a variety of features:

- **Faceted navigation:** Enable shoppers to quickly and effortlessly find products by narrowing items by categories and attributes, such as price, color and manufacturer.
- **Site-search:** Provide capabilities like type ahead recommendations and customized search criteria settings to optimize results.
- **Searchandising:** Promote products in search results based on search keywords and phrases or leverage product attributes such as top sellers, top rated and new arrivals.
- **Product imagery:** Showcase products with an enhanced product gallery and zooming capabilities.
- **Social sharing:** Increase user engagement by allowing content to be shared on popular social networks.
- **Rating and reviews:** Enable brand enthusiasts to share their insights and experiences about products.

FEATURE

MASTER RECORDS

Many organizations have traditional ERP systems at the center of their enterprises that date back a decade or more and are integrated with a patchwork of point systems devoted to specialized functions. At best, these legacy systems work reliably enough—that is, until you need to upgrade an application, which invariably causes breakage. But more often than not, disparate legacy systems are batch-based

and error-prone. They typically share only a fraction of available data, resulting in fragmented information in siloed systems scattered throughout the enterprise.

If your company is running on multiple, older systems, you simply can't compete with nimble competitors running on a modern, single, unified platform.

	Multiple Systems	Single Platform
Customer Information	Customer data in siloed, channel-specific systems is often inaccurate and redundant	Single cross-channel view of customer enables consistent and personalize service and offers, builds loyalty and grows lifetime value
Inventory	Inventory dedicated to specific channels limits capability to efficiently manage inventory	Accurate, real-time inventory visibility across the entire enterprise helps optimize decisions for profitable fulfillment that meets customer expectations
Orders	Limited ability to manage orders across channels to meet customer expectations	Centrally manage orders from all channels to meet custom expectations to buy, fulfill and return anywhere
Returns	Cross-channel returns and exchanges not accepted or very manual and costly to process	Accept returns from all channels, fulfill exchanges, manage credit processing and make it back into inventory
Product Content	Product data and attributes managed in silos, multiple versions of same data	Consolidate and centrally manage product data and attributes across all channels from a single source of truth
Pricing & Promotions	Prices and promotions are channel-specific	Prices and promotions are easily rolled out based on channel or segment

FEATURE

PURCHASING

Moving business online streamlines the purchasing process, but your customers still expect the same pricing and discounts they've traditionally received when doing business offline with their sales reps.

With SuiteCommerce, you can give customers their own contracted pricing, terms and credit limit. You can set different pricing levels for the same item for different customers and offer channel or volume discounts.

Make purchasing easy and fast with:

Product Lists

Provide customers with the ability to quickly create custom shopping lists of favorite or frequently purchased items to expedite recurring purchases. Customers can purchase individual items from their lists or add an entire list of saved items to a shopping cart with just one click for quick ordering.

Bulk Ordering and Multi-Add to Cart

Provide bulk ordering and multi-add to cart support in your product catalog for fast order creation.

Order History

Give customers complete access to online order histories and details related to each order, including shipping, billing, payment data and order status with tracking links. Orders from all channels are captured in a central location. Enable customers to easily reorder items from order history.

Quoting

When a sales rep creates a sales quote, make it available online for easy viewing and tracking in a single location.

“With SuiteCommerce, our customers can browse and purchase online, have more visibility into products and orders and do business more quickly.”

—Eric McGregor, Ecommerce and Operations Support Manager, Tacoma Screw Products

FEATURE

BILLING

With SuiteCommerce, you can facilitate your billing processes by giving your customers complete information—all online.

Let customers:

- **View account balances:** View summaries of outstanding and available balances, deposits, credit memos and the terms associated with accounts.
- **Review invoices and make payments:** Give customers with terms capabilities to make full or partial payment against a single or multiple invoices.
- **Use convenient payment methods:** Offer B2B payment methods such as invoice billing, credit cards and ACH processing.

The screenshot displays the 'My Account' page for 'SmartTech Supplies'. The account balance is \$10,734.91, and the available balance is \$64,265.09. The credit limit is \$75,000.00. The page includes a navigation menu, a sidebar with options like 'Account Balance', 'Invoices', and 'Transaction History', and a main content area with a table of account details and two buttons: 'Print a Statement' and 'Continue to Payment'.

SmartTech Supplies		Credit Limit: \$75,000.00	
Outstanding Balance			
\$10,734.91			
Available \$64,265.09			
Credit Limit:	\$75,000.00	Deposits:	\$0.00
Outstanding Balance:	\$10,734.91	Credit Memos:	\$8,677.82
Available:	\$64,265.09		
Term: 2% 10 Net 30		Currency: USD	

Customers can easily view summaries of outstanding and available balances, deposits, credit memos and the terms associated with their account.

FEATURE

CUSTOMER SERVICE

NetSuite offers self-service support solutions to your customers while empowering your team to meet customer needs with detailed case management, efficient returns and tracking for field services.

Make it easy for customers to get help with:

- **Returns:** Enable self-service returns management that allows shoppers to initiate an online return authorization.
- **Case management:** Improve engagement and client satisfaction by enabling customers to submit questions or support queries, directly connected to your support desk.

The screenshot displays the SuiteOffice customer support interface. At the top, there's a navigation bar with 'HOME', 'PRODUCTS', 'NEWS & EVENTS', 'FIND A STORE', 'SUPPORT', and 'ABOUT US'. A search bar is on the right. Below the navigation, a breadcrumb trail shows 'Home / My Account / Support Cases'. The main content area is split into two sections: 'My Account' on the left and 'Support Cases' on the right. The 'My Account' sidebar includes links for OVERVIEW, ORDERS, PRODUCT LISTS, BILLING (Account Balance, Invoices, Transaction History, Print a Statement), SETTINGS, and CASES (All My Cases, Submit New Case). The 'Support Cases' section features a 'Create new case' button and a table of active cases. The table has columns for Case No., Subject, Creation date, Last Message, and Status. Three cases are listed:

Case No.	Subject	Creation date	Last Message	Status
Case #C0449	Shipping question	12/17/2014	12/19/2014	NOT STARTED
Case #C0448	Promo code not working	12/17/2014	12/19/2014	NOT STARTED
Case #C0447	Where's my package?	12/17/2014	12/19/2014	IN PROGRESS

Customers can submit questions or support queries, directly connected to your support desk.

FEATURE

AUTOMATION

NetSuite fast-tracks processes with built-in workflows that eliminate manual bottlenecks, remove cumbersome rekeying, and reduce errors. Or if needed, create custom workflows to address the unique needs of your business.

Optimize and streamline your business with automations such as:

- **Order-to-cash:** Easily convert quotes to orders, orders to fulfillment, invoicing to payment—and more—with automated, built-in processes.
- **Purchasing:** Build a real-time approval workflow based on PO amount.
- **Ordering and replenishment:** Set up order templates and reordering schemes. Automate the back-order and pre-ordering processes using your real-time inventory visibility.
- **Quoting:** Collect and submit a quote to your sales staff and manage notifications and quote correspondence to completion. Automate the manufacturing order lifecycle from capture to quote.
- **Global and subsidiaries:** Manage all worldwide business from a single system, including automatic accounting and roll-ups for international or domestic subsidiaries.
- **Marketing:** Automate your marketing processes across channels. Deliver email marketing – from creation to execution to measurement- all from one system, including retention/renewal, cart abandonment and back in stock campaigns. Set up automated promotions to any attribute or metric on the customer or item master.

“We started out with core functionality—simple order taking, then iterated regularly with feedback from customers.”

—Stephen Baumer, CTO, GoPro

RESOURCES/CONTACT

Explore these resources to find out how NetSuite's B2B commerce solution can help your business.

Videos



NetSuite SuiteCommerce Customer Center Webinar



CMP Corp



EcoBox

Data Sheet

[SuiteCommerce Customer Center](#)

Customer Stories

[PAG Leisurewear](#)

[EndoChoice](#)

[CMP Corp](#)

[RST Brands](#)

Website

[SuiteCommerce.com](#)

Contact

Email: info@netsuite.com

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About NetSuite

NetSuite is a leading end-to-end commerce solution provider, helping retailers, manufacturers and distributors transform their business with a single, unified cloud-based platform.

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