



NetSuite

Wholesale/Distribution Edition

NetSuite Wholesale/Distribution Edition offers the industry's first:

- Role-based, customizable dashboards
- Integrated CRM, Accounting/ERP, ecommerce
- Self-service vendor, partner, customer centers

NetSuite Wholesale/Distribution Edition features include:*

• Accounting/ERP

- AR, AP, GL
- Multi-currency, Multi-language

• Inventory/Order Fulfillment

- Work Order Management
- Kits and Assemblies
- Order Management
- Purchasing
- Landed Cost
- Lot and Bin Management
- Serialized Inventory
- Matrix Items
- Multiple Units of Measure
- Pick/Pack/Ship
- Drop Shipment/Special Order
- UPS or FedEx Shipping
- Standard, Customizable Reports

• Customer Relationship Management

- Sales Force Automation
- Marketing Automation
- Customer Support and Service
- Incentive Management
- Offline Sales Client
- Partner Relationship Management

• Web Site/Web Store

- Front- and Back-Office Integration
- Affiliate Marketing
- Customer, Partner Self-Service Centers
- Web Site Analytics
- eBay Integration

• Employee Management and Productivity

- Role-based Dashboards
- Project Tracking
- Paperless Expense Reports
- Advanced Calendaring
- Activity Time Management
- Employee Records
- Purchase Requisitions
- Document Management
- Employee Self-Service*

*Some features sold in add-on module

NetSuite: The Integrated Application to Manage Your Wholesale/Distribution Business

With **NetSuite Wholesale/Distribution Edition**, NetSuite Wholesale/Distribution Edition gives companies customer facing sales force automation—including quotes and orders—marketing, and customer service processes linked seamlessly with back-office inventory management, fulfillment and accounting processes all within a single, flexible business application. In crafting the NetSuite Wholesale/Distribution Edition, NetSuite has leveraged experience and lessons learnt from over 800 distributor customers, complemented with a best practice professional service implementation methodology and customization services. With NetSuite wholesale distribution software you can grow your wholesale distribution business and provide new services while increasing customer service levels and cutting costs throughout.

Here's why NetSuite is the best software application for wholesale distributors.

One Application to Run Your Distribution Business

Distributors typically cobble together and then juggle several different business applications—and numerous spreadsheets—to manage the intricacies of this complex industry. Now you can stop wasting precious resources managing multiple “silo” systems. NetSuite is the one intelligent, integrated, customizable application to unify your business processes, increase visibility for better decision making, and extend processes to your customers and channel partners.

• One system—Complete distribution lifecycle management

NetSuite manages the end-to-end lifecycle business processes in one system: Market > Sell > Order > Ship > Bill > Cash Management to General Ledger> Maintain > Support > Upsell/Reorder.

• One complete view of the customer across your business

One integrated system (Accounting/ERP+CRM+Ecommerce) delivers a single, real-time view of the customer across all departments and all locations.

• Subscription model license, maintenance, upgrades

NetSuite's On demand model provides an extended IT Department while lowering your costs and while providing anytime/anywhere access. NetSuite's On demand business model means you will always have our latest software enhancements, automatically and we'll do the work to make that happen. Any and all of your personal enhancements, configurations come right along, eliminating yet another potential repeated expenditure. Do it once, that's enough.

• NetSuite is the World's Most Configurable and Customizable On-demand Business Management Solutions

The NetSuite philosophy is to allow our customers to configure their systems to meet the company profile without the need for costly IT and developer overhead. If you have further extended needs or requirements, NetSuite is easily modified via our SuiteFlex.



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• Trading partner collaboration

Trading partner processes extend self-service via Partner and Customer Portals.

• Easy to Use

NetSuite's "assistants" make setting up and managing your NetSuite business environment easier. The assistants help with initial setup, data import, setting up your web store and site, managing your ecommerce content, and managing matrix items and quote forms.

The Ultimate Business Dashboard to Manage Your Business

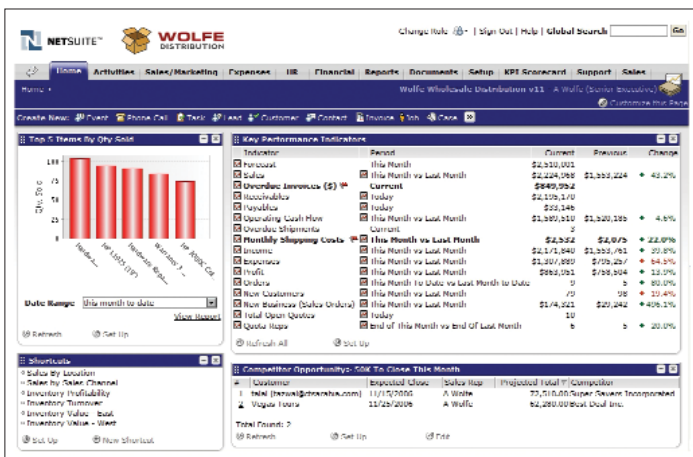
With 30 out-of-the-box role-based Dashboards, NetSuite Wholesale/Distribution Edition gives every user in the company a custom dashboard that allows them to monitor everything in the business relevant to them. Finally, "information at your fingertips" is a reality. See data trends in leads, opportunities, inventory utilization, service issues, expenses, and much more. It's all managed with point-and-click content additions and drag-and-drop layout.

• Key Performance Indicators (KPIs)

KPIs, with tailorable period comparisons and out-of-tolerance notifications, give you a real-time, at-a-glance view of your company's performance.

• Real-time visibility across your business

Real-time visibility of quotations, orders/ support issues that have time sensitivity.



• Saved searches speed repeat, personalized reporting

Saved searches give users rapid, repeatable adhoc reports right on their dashboard.

• Direct drill-down to detail and transactions

Drill down to greater detail and transaction management directly from the Dashboard.

• Group calendaring

Calendars for individual and group scheduling. Now you can see others schedules and invite them to meetings, assign tasks, and know their availability without exiting the program.

• RSS content for your role and industry

You can see news bulletins and have direct access to outside content feeds from your choice of providers on your dashboard.

Light Manufacturing for Wholesale Distributors

NetSuite allows distributors with light manufacturing needs to manufacture products and create assemblies to distribute or sell, creating inventory products from raw materials, assembling inventory kits or assemblies before the sale of the item, determining the cost for an item or batch of products, and compiling materials lists needed to manufacture an item or items. NetSuite supports your complex needs with multi-location inventory, work order management, kits and assemblies, multiple units of measure, lot tracking, serialized inventory and specific costing, matrix items and bar coding.

• Work Order Management

NetSuite provides work orders that track the quantities of assemblies that need to be built and the quantities of components needed to do so. This allows you to track production of assembly items needed for stock or to fill special orders as needed. Work orders are generated when the back-ordered quantity of an assembly reaches its assigned build point, and a bill of materials (BOM) is generated to facilitate picking member items for the build. When this work order is completed, the regular stock level of the assembly is increased and the finished goods are committed to open sales orders. When assembly items are sold and finished goods are not in stock but member items are, a work order is automatically added to the work order creation queue.

• Kitting and Assemblies

NetSuite wholesale distribution software maintains a complete history for each assembly and kit throughout the product's life cycle, giving employees critical inventory information at their

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fingertips. When you sell an assembly, you can show it as one final product, or a final product with all its components individually listed and serialized. You can use a variety of build materials, including inventory, non-inventory, and service items to assemble a final product, and use your existing inventory more cost-effectively by undoing builds and re-using their components. The warehouse maintains the complete details of an assembly, leading to more efficient tracking of component levels and improved inventory management.

Advanced Inventory & Order Fulfillment for Distributors

NetSuite saves any distribution company countless hours of work associated with data entry, organization and fulfillment. You'll be able to convert leads to orders, orders to shipments, and shipments to revenue in short order.

NetSuite also extends into the order fulfillment, packing and shipping processes of a warehouse. The UPS or FedEx integration allows you to simply transmit your order information directly to UPS or FedEx and instantly receive back the rate, tracking number, address verification and the ability to print out shipping labels, to be shared among different individuals, teams, and customers. You can even improve the accuracy of inventory profitability by associating item costs with related expenses, to calculate complete landed costs, factoring in expenses such as shipping or duty.

• Advanced, multi-location inventory for distributors

NetSuite gives distributors advanced tools for accurate, cost-effective inventory management that drives higher service levels for your customers. NetSuite supports your complex needs with multi-location inventory, kits and assemblies, multiple units of measure, lot tracking, serialized inventory and specific costing, matrix items and bar coding.

• Bin management

Bin management capabilities improve inventory in the warehouse. Bin management allows for inventory to be received at the warehouse and put-away into preferred bins within the rack system of the warehouse for easy picking later during the order fulfillment process.

• Demand-based inventory replenishment

Based on sales history and inventory reorder points, reorder levels can be dynamically calculated, based on historical sales or seasonal demand. Average lead time, historical or seasonal-based sales demand, and number of days' supply to stock are used to

dynamically set reorder point and preferred stock level for each item, on an ongoing basis so there will always be stock on hand but ordered just-in-time.

• Accurate order promising & inventory commitment

NetSuite gives Sales real-time visibility into inventory availability when quoting and creating orders-increasing service levels with accurate order promising. Sales orders for inventory are automatically committed from available stock. Back orders are automatically committed to fulfill as purchase orders are received. In today, out today processing. Items can be manually reallocated inventory to different sales orders if needed.

• Order management with advanced shipping

Order management is the critical connection between front office CRM and back office Accounting/ERP. NetSuite is the only hosted application with integrated order management. Integrated shipping allows you to fulfill order directly through pick, pack and ship or indirectly drop shipping items by automatically ordering and shipping items from the vendor to your customer.

• Integrated UPS® & FedEx® with tracking

NetSuite integration lets you manage UPS and FedEx shipping right within NetSuite. Put an end to toggling and cutting and pasting between systems by printing shipping labels, generating tracking numbers, and validating destination addresses, checking real-time rates all from within NetSuite. Tracking numbers automatically tie back to your sales orders, allowing you or your customers to track the status of shipments instantly.

• Returns management in one system

NetSuite efficiently manages the return process and provides full visibility to both you and your customers. Either a customer service representative, or a customer logging into the Customer Center, can generate Return Management Authorization (RMA) forms and route them for approval so there are no more headaches from returns.

• Real-time system

The key to making good management decisions is by having current, accurate data. In today's competitive, low margin business climate, you don't have the luxury of waiting on others to complete updates, and have a clean cutoff before providing you with the information you really need now. With NetSuite, you will have on your dashboard the key data you need and want to make those decisions. Most importantly, you need to know if a process has been broken, so you are reacting before the situation affects other aspects of your business, namely customer service and cash.

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Complete Procure-to-Pay Purchasing

NetSuite lets you move from manual, paper-based purchasing to lower cost, higher control automated purchasing. NetSuite streamlines purchasing saving you money that goes straight to your bottom line.

- **One click purchase orders**

Your Purchasing Manager is presented with a suggested buy report automatically once reorder points have been reached. After being reviewed, any edits, additions, or deletions are made, Purchase Order are automatically generated to be e-mailed or faxed directly from NetSuite.

- **Streamlined receiving**

Upon receipt of your purchase order, your warehouse can view the open purchase order and either auto receive the material or receive by item or line #. Inventory levels will be auto updated and customer backorders will be auto filled.

- **Automated payments**

With proper receipt and purchase order matching, your Accounts Payable department can verify invoice and approve for payment release. Payment can be made with a paper check, via online banking or EFT.

- **Self-service vendor center**

With the integrated Vendor Center, your company can provide your vendors with direct access to information that is relevant to your partnership, including purchase orders, accounts payable data, and other key documents. And while this functionality is integral to NetSuite, it is typically a long-term goal-ultimately and expensive add-on-for other mid-market offerings.

The Best CRM for Distributors

Customer Relationship Management (CRM) software can increase service levels and generate growth in a distribution company. Unlike standalone CRM applications, NetSuite CRM software is seamlessly integrated with financials and your back office systems, giving you a 360 degree view of the customer.

- **360 degree view of the customer**

One integrated system (Accounting/ERP+CRM+Ecommerce) delivers a single, real-time view of the customer across all departments and all locations.

- **Integrated marketing campaigns**

From concept through execution, you can create and manage highly targeted, high volume campaigns within NetSuite.

- **True marketing response and ROI measurement**

With closed-loop marketing, you can see revenues, costs and ROI for all campaigns in real-time.

- **Complete lead to order process**

NetSuite manages the complete lead to order process in-system.

- **Complete order to cash process**

NetSuite automates the complete order to cash lifecycle with integrated order management serving as the critical pipeline between customer facing CRM and back-office Accounting/ERP and financials. Integrated order management allows you to accurately fulfill and account for orders. It also provides histories for inquiries, support and upsell and cross-sell of products and services.

- **Integrated commissions/incentive management**

NetSuite is the only Web-based CRM system to offer commissions tracking, which is critical for motivating sales teams through real-time visibility, reduced errors, and accurate, timely payment. Managed in-system, integrated commissions reduce overhead in sales operations.

- **Self-service customer centers**

Allow your customers to help themselves in placing orders, verifying shipments and even paying their invoices. Customer portals provide password protected self-service access to order history, outstanding invoices, and trouble tickets, providing greater service at lower cost.

- **Partner Relationship Management**

NetSuite PRM removes the traditional arm's length partnership with re-seller, referral and business development partners and makes them full allies. Now you can have the same level of visibility, transaction management and performance metrics with partners that you have with your internal sales team.

- **Automated upsell/cross-sell**

Automated upsell and cross-sell functionality improves the lifetime value of customers through add-on product, support and service sales.

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Integrated Back-Office Operations with Distribution Features

NetSuite lets you manage the complex back office within one system.

- **Complete accounting**

NetSuite accounting includes full General Ledger, Accounts Payable and Receivable, multiple budgets, multi-currency, online bill pay, allocations, and multi-company consolidations all with real-time reporting.

- **Inventory and fulfillment**

End-to-end physical inventory and distribution including shipping, receiving and returns. Track orders door-to-door directly in NetSuite.

- **Complete procure to pay process**

Paperless purchasing allows you to manage your procurement process with approval workflow.

- **Paperless expense reports**

Self-service, paperless expense reports with approval workflow payment reduces accounting overhead.

- **Seamless employee management**

Self service capabilities empower your employees and reduce your costs. NetSuite includes purchase requests, direct payroll deposit and online payroll verification, as well as a self-service Employee Center.

- **Reduced overhead**

NetSuite's integrated back office management has been proven to enable significant efficiencies in the finance and operations departments in distribution companies. Greater productivity from integration, real-time tracking and reports, and auditing tools reduce the overhead that typically burdens distributors.

Deep Services & Support Functionality

Quality of services and support are critical to Distribution companies — both early on during the delivery process and over time for customer satisfaction and retention. High levels of service can be costly, and that's why NetSuite gives you the tools to provide the right level of service to the right customers at the best cost.

- **Multi-channel customer service**

Superior multi-channel service with all customer interactions—live, online, e-mail and in-person—are tracked to a single customer record.

- **Job tracking**

If you provide services to your customers, project management is critical to high service levels and cost management. With NetSuite, job and time tracking are built into the system allowing you to manage projects within NetSuite instead of manual or offline.

- **Self-service customer center**

NetSuite's self-service Customer Center gives customers no cost, high availability service, and 24/7 around the globe.

2nd Generation Ecommerce Broadens Markets

The website has become customers' channel of choice when interacting with a company. NetSuite is the only application provider that includes website hosting and ecommerce as core components of their application. NetSuite's ecommerce functionality lets you leverage the Web to grow your business faster and more cost effectively. Your company can deliver an intuitive and stream lined experience to both customers and partners.

- **Simpler site building tools**

With NetSuite, you can easily set up your website apart with online site-building tools that allow you to choose from a variety of layout styles and designs. You can upload your own HTML files to create a unique website look. No HTML expertise is required to set-up or manage your NetSuite website. Forms are easily set up to capture online leads or gather inquiries.

- **Web Store**

NetSuite's Web store operates off the same order management system as the rest of your company. This integration eliminates the manual transfer of customer information to customer records. NetSuite enables you to easily add a layer to your sales channels without the costs and on-going maintenance required for traditional Web presences. Accept multiple payment types, including credit cards, PayPal, and invoicing for select customers.

- **In-system site analytics**

NetSuite Site Analytics is the first and only Web reporting tool that can incorporate transactional, aggregate and customer-specific behavioral data, going far beyond traditional Web analytics applications.

- **Flexible website hosting**

Generate and host your website in NetSuite or transform your existing static website into a dynamic, database-driven-ecommerce portal, which ties together online customer acquisition efforts with back-office order fulfillment.



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• Integrated inventory management

Customers shopping on your site are able to view real-time inventory, and see if items are out of stock or if they can be back-ordered. Inventory management is easy as any changes made in the back-office will automatically reflect on your web store.

• eBay Integration*

The NetSuite eBay integration allows sellers to sell on eBay as easily as they sell on their own websites or with their internal sales teams. You can manage eBay activities directly from within NetSuite:

- Push products to eBay.com and eBay Stores directly from the NetSuite product catalog with the appropriate listing categorizations and pricing (Starting, Reserve and Buy It Now) to maximize visibility and placement.
- Initiate Chinese or Dutch auction-style listings while specifying scheduling, duration, promotions and much more.
- View all live listings within NetSuite, including details on how the bidding is progressing and when the listing is set to close.
- Receive orders from eBay buyers automatically once the listing closes and a sale takes place. This automatic import creates both a customer record within NetSuite along with a sales order which flows seamlessly through to the fulfillment and shipping processes.
- Automatically lower an item's available inventory when it has been sold through eBay and update the customer's purchase history, permitting future upsell and cross-sell marketing campaigns to be targeted to that customer.

*eBay integration is presently available in the United States and the UK.

• Promotional and discount and coupon pricing

Extend privileged access to your customers to view special pricing offers for preferred partners, and when offering volume discounts, your store can display the volume discounts that are available. With NetSuite, you can create coupons that offer either a dollar or percentage discount. The coupons can be restricted to a single use, or allowed to be used multiple times. You can even set the Start and End dates for the coupons.

• Password-protected websites, products and content

With NetSuite websites you can restrict the content that each of your visitors see. You can password-protect your entire website, or you can personalize the exact items and content that each of your visitors see.

SuiteFlex: Your Business, Your Suite

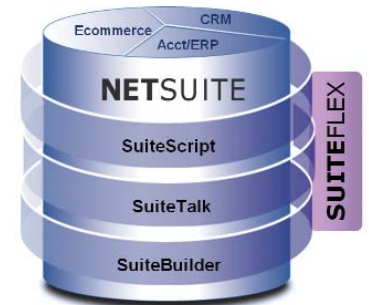
SuiteFlex is the technology platform for customization, verticalization, and business process management within NetSuite. SuiteFlex gives customers, partners and developers all the tools they need to easily customize all aspects of NetSuite.

You Can Tailor NetSuite to Meet Your Exact Business Requirements

- Personalize roles to optimize individual and team productivity
- Customize end-to-end business processes to your precise company and industry requirements
- Build the new functionality, workflows and processes your business demands
- Connect to legacy and third party applications and content providers

SuiteFlex combines three tools for customization, verticalization, and business process management:

- **SuiteScript:** Build new functions, processes, and entire applications and host them in NetSuite.
- **SuiteTalk:** Seamlessly extend NetSuite to legacy systems and third-party vertical applications.
- **SuiteBuilder:** Personalize and configure NetSuite with easy-to-use, point-and-click tools.



SuiteFlex Benefits

- **Unlimited Customization.** No more settling for a "one size fits all" hosted application solution. SuiteFlex transforms NetSuite into your company's software, complete with your terminology, your functions and business processes.
- **Easy Verticalization.** Verticalization to your industry-specific needs has never been easier.
- **Open.** Standards-based Web Services make it simpler to extend NetSuite to other systems, vertical solutions, and third party add-on capabilities.
- **Reliable.** Applications you build using SuiteFlex are hosted within NetSuite — which comes complete with a 99.5% uptime guarantee, robust Oracle & J2EE architecture and world-class security infrastructure.

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No On-Demand Application Service Is More Customizable or Extensible

SuiteFlex makes NetSuite the world's most customizable and extensible on-demand application service, delivering unique capabilities not found in any other on-demand solution.

- SuiteBuilder overcomes the hurdles of customization, allowing users to focus on "Click Not Code." Configuration capability is point and click enabled for everything from simple database field additions to form customization to complex, data object manipulations.
- Many-to-many data relationships between both standard and custom records and objects give you complete flexibility in managing additional mission critical data
- Customize, automate or create new business processes that fit your needs using SuiteScript.
- SuiteTalk extends and integrates your NetSuite application while maintaining full data integrity and enforcing application logic.
- In-depth support for Accounting/ERP and CRM objects using uniform APIs makes it easy to reuse your integration tools and resources across distinct business functions.
- Suitelets, the latest addition to the SuiteScript family, encompasses all previous customization and scripting functionality into a new set of APIs, giving you an unprecedented platform to invent and deploy new applications hosted by NetSuite.
- Use Suitelets to create and blend custom user interfaces with NetSuite core and custom objects to create web pages or backend processes on the fly.
- Custom color themes, company logo placement and custom terminology allow NetSuite to be stamped with your corporate brand and help personalize NetSuite to your business and industry.

Rich Partner Relationship Management

NetSuite lets you empower channel partners as an extension of your sales organization, making it as easy for them to sell as your internal reps.

- **Sales management**
Joint pipeline and opportunity management.
- **Account visibility**
Shared customer account management.

- **Joint marketing**

Promotional discounts and marketing campaigns.

- **Inventory visibility**

Real-time inventory access for accurate order promising.

- **Sales tools repository**

The Software-as-a-Service Advantage: Cost of Ownership

With Software-as-a-Service, the economics of managing the technical aspects of a business change radically — allowing businesses like yours to use sophisticated software applications over the Internet, gaining access to more robust solutions with better security and management with greater economy than most mid-market companies would ever purchase and manage in-house.

According to The Gartner Group, the software-as-a-service (SaaS) model can reduce total cost of ownership by 50 percent or more. The cost of initial start-up may be the most well-known in cost savings with SaaS: because the subscription model for licensing provides predictable costs (not possible with licensed software), budgeting and planning is easier and more reliable. In addition, with modular product availability, companies do not pay for functionality they do not need or want to use.

Amazingly Affordable

NetSuite provides dramatic cost savings relative to other combinations of front-office and back-office applications. No longer will you have to justify another upgrade of your hardware and/or software to keep you with or stay ahead of your competition.

NetSuite's on-demand business model means you will always have our latest software enhancements automatically and we'll do the work to make that happen.



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