









### CRM Designed for Distributors

Unlike standalone customer relationship management (CRM) applications, NetSuite CRM software is seamlessly integrated with financials and your back-office systems, giving you a 360-degree view of the customer. This can increase service levels and generate growth for any distribution company. Target customers based off of past purchase history, to inform them of upcoming product offerings that should be of interest. Even direct them to your NetSuite webstore for complete upsell automation.

- **360-degree view of the customer**

NetSuite's single, integrated system (accounting/ERP, CRM, and ecommerce) delivers a single, real-time view of the customer across all departments and all locations.

- **Complete lead-to-order-to-cash process**

NetSuite manages the complete lead-to-order process within the system. It also automates the complete order-to-cash lifecycle with integrated order management that serves as the critical pipeline between customer-facing CRM and back-office accounting/ERP and financials. This integrated order management allows you to accurately fulfill and account for orders. It also provides histories for inquiries and support, as well as up-selling and cross-selling of products and services.

- **Integrated commissions/incentive management**

NetSuite offers commissions tracking, which helps motivate sales teams through real-time visibility, reduced errors, and accurate, timely payment. NetSuite is the only Web-based CRM system to offer managed integrated commissions from within the system, which reduces overhead in sales operations.

- **Integrated marketing campaigns with ROI measurement**

NetSuite lets you create, manage, and track highly targeted, high-volume campaigns—from concept to execution and sales. The closed-loop marketing function in NetSuite allows you to see revenues, costs and return on investment (ROI) for all campaigns in real time.

- **Self-service customer centers**

NetSuite's self-service customer centers allow your customers to place their own orders, verify shipments and even pay 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's partner relationship management (PRM) component removes the traditional arm's-length partnership with resellers, referral and business-development partners, turning them into

full allies. You'll have the same level of visibility, transaction management and performance metrics with your partners that you have with your internal sales team.

- **Case Management**

Use Case Management to track service requests from your customers. From products being damaged in shipping to inquiries on products, distributors want to track what customers are asking and how often."

### Multinational and Multi-Company Management

NetSuite OneWorld is an optional module that enables you to manage multinational and multi-company business in real time. It manages the financial consolidation required of separate companies or subsidiaries that have multiple charts of account, as well as multiple entities performing marketing and customer support. It also enables the management of distributed sales teams and selling partners, and allows you to roll financial reports from multiple companies and gather business intelligence in real time. NetSuite OneWorld allows you to drill down into all levels of the underlying businesses—to the item level, customer, record or individual transaction. Only with NetSuite OneWorld can you see consolidated information across all of your companies globally, as well as the very specific data you need.

### 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

CLOUDTECH

Office: +63.2.6331728; 4820995

Mobile: +63.917.8348277

Email: inquire@cloudtecherp.com

Website: www.cloudtecherp.com



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 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.

#### • **Bill of Materials (BOM)**

NetSuite's multi-level bill-of-materials (BOM) functionality enables you to cover the components required for a single assembly plus all the components required by a particular work order. Assembly instructions can also be included in the printable BOM in PDF format. Since every build process requires a bill of materials that outlines what components are required to successfully build the finished goods, NetSuite tightly couples BOMs with both assemblies and work orders. ODMs can better manage their engagements with vendors or contract manufacturers (CMs).

#### • **Demand-Based Inventory Replenishment**

NetSuite allows wholesale distributors to dynamically set re-order points and preferred stock levels for components of assemblies as well as finished goods, based on a variety of factors, including average lead time, historical or seasonal sales demand, and number of days from supply to stock. Work orders drive the demand for components as they are completed, thereby automating the replenishment of source materials and components. This means that you will always have stock on hand, but that it will be ordered "just in time."

#### • **Product History Tracking**

NetSuite gives employees critical inventory information by maintaining a complete history for each product assembly and kit throughout the entire life cycle. When you sell a finished product, you can show it as a single final product, or a final assembly 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.

#### **Integrated Back-Office Operations**

NetSuite's integrated back-office management enables significant efficiencies in wholesale and distribution companies' finance and operations departments. This proven solution delivers greater productivity through integration, real-time tracking, and reports and auditing tools that reduce the overhead typically burdening manufacturers.

#### • **Complete accounting**

NetSuite accounting features can handle full general ledgers, accounts payable and receivable, multiple budgets, multiple-currencies, online bill payment, allocations, and multiple company consolidations, all with real-time reporting.

#### • **Inventory and fulfillment**

NetSuite delivers end-to-end physical inventory and distribution capabilities, including shipping, receiving, and returns. This allows you to track orders door-to-door directly in NetSuite.

#### • **Complete procure to pay process**

NetSuite's paperless purchasing allows you to manage your procurement process with approval workflow.

#### • **Paperless expense reports**

NetSuite's self-service, paperless expense reports, with approval workflow for payment, reduce accounting overhead.

#### • **Seamless employee management**

NetSuite's self-service human resources capabilities give your employees 24x7 access to their payroll, benefits information, time and expense, and purchase-order entry forms. This empowers your employees, improves productivity and reduces your costs. NetSuite includes purchase requests, direct payroll deposit, and online payroll verification, as well as a self-service Employee Center.

#### • **Deep services and support functionality**

NetSuite gives you the customer-service and support tools to provide the right level of service to the right customers at the best cost. Since quality of services and support are critical for customer satisfaction and retention, it's important to set and manage expectations and costs for customer service and support accurately, both during the initial delivery process and over time.

CLOUDTECH

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## Integrated Ecommerce Capabilities for Wholesale Distribution

Your website has become most customers' channel of choice for interacting with your company. NetSuite is the only application provider that includes website hosting and ecommerce as core components of the application. NetSuite's ecommerce functionality helps you leverage the Web to grow your business faster and more cost-effectively. With this integrated ecommerce functionality, your company can deliver an intuitive and streamlined experience to both your customers and partners.

### • Manage multiple webstores from a single account

NetSuite allows you to create as many separate webstores as you want—selling the same or totally different products—and manage all of the stores in one single, integrated account, maintaining one consistent set of operations and greatly improving efficiency. This lets you efficiently manage cross-store operations and consolidate all your ecommerce business activities—accounting, order management, warehouse management, inventory and fulfillment, returns management, billing, customer support, marketing, and sales-force automation—for your different webstores with one NetSuite account.

### • Customer-specific pricing options

NetSuite supports nearly unlimited price levels for your items. You can offer your webstore items at different prices to different customers with discounted prices to specified customers, and provide volume discounts. You can also accept multiple payment types, including credit cards, PayPal, and invoicing for select customers.

### • Integrated inventory management

NetSuite gives your customers the ability to view real-time inventory while shopping on your site. This allows them to see whether items are in stock or if they need to be backordered. It also simplifies inventory management, since any changes made in the back-office will automatically be reflected in your webstore.

### • eBay Integration\*

NetSuite eBay integration allows you to sell on eBay as easily as you sell on your own websites or with your internal sales teams, giving you an additional sales channel. This is often useful for surplus inventory or excess raw materials. NetSuite supports Dutch and Chinese auctions and automatically lowers an item's available inventory when it has been sold

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

## SuiteFlex: Customize Your Suite for Your Business

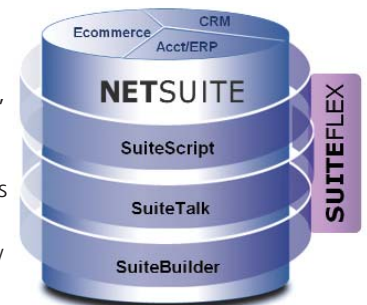
SuiteFlex is the technology platform for customization, verticalization, and business process management within NetSuite. SuiteFlex gives customers, partners and developers all the tools they need to easily customize all aspects of NetSuite.

### 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 new functionality, workflows and processes as 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 that suit your needs, and then host them in NetSuite. Suitelets, the latest addition to the SuiteScript family, encompass 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. Suitelets help you create and blend custom user interfaces with NetSuite core and custom objects to generate Web pages or back-end processes on the fly.
- **SuiteTalk:** Extend NetSuite to legacy systems and third-party vertical applications seamlessly, while maintaining full data integrity and enforcing application logic. Communicate with third-party fulfillment centers as well as transmission of EDI transactions.
- **SuiteBuilder:** Personalize and configure NetSuite with easy-to-use, point-and-click tools. The point-and-click interface allows you to configure everything from simple database field additions and custom forms, to complex data-object manipulations. SuiteBuilder overcomes the hurdles of customization, allowing you to focus on what you want, not the code.





## SuiteFlex Benefits

- **Unlimited Customization:** SuiteFlex transforms NetSuite into your company's custom software, complete with your terminology, your functions and business processes. No more settling for a "one-size-fits-all" hosted-application solution.
- **Easy Verticalization:** SuiteFlex allows you to tailor NetSuite to your industry's specific vertical needs quickly and easily.
- **Open:** SuiteFlex simplifies the process of extending NetSuite to other systems, vertical solutions, and third-party add-ons thanks to its standards-based web services.
- **Reliable:** NetSuite hosts all applications you build using SuiteFlex, giving your new applications the same 99.5% uptime guarantee as NetSuite. Your SuiteFlex applications also run on our robust Oracle and J2EE architectures and world-class security infrastructure.

### 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 solution of this type. For example, SuiteFlex gives you complete flexibility in managing additional mission-critical data with many-to-many data relationships between both standard and custom records and objects.

SuiteFlex also provides in-depth support for accounting/ERP and CRM objects using uniform APIs that make it easy to reuse your integration tools and resources across distinct business functions. You can personalize and apply your corporate brand standards using custom color themes, company logo placement and custom terminology.

### Create and Manage Rich Partner Relationships

NetSuite lets you empower your channel partners as an extension of your sales organization, making it easy for them to sell your products and services. NetSuite enables.

- **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:** All the latest literature and selling tools.

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

With Software as a Service (SaaS), the economics of managing the technical aspects of a business change radically. The software is hosted by the provider, allowing businesses like yours to use sophisticated software applications over the Internet. This gives you better access to more robust solutions with greater security, management, and economy than most mid-market companies could ever purchase and manage in-house.

According to The Gartner Group, the SaaS model can reduce total cost of ownership by 50 percent or more. In addition to eliminating the initial start-up costs of purchasing traditional licensed software and the servers to run it, SaaS solutions make it easier to plan and budget reliably, since your subscriptions are based on your usage—which means you don't pay for functionality you don't want or don't use.

### Amazingly Affordable

NetSuite provides dramatic cost savings compared 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 up 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.

To get your Wholesale distribution operation running even more smoothly and efficiently, call NetSuite today.

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