NetSuite for
WHOLESALE DISTRIBUTION

The NetSuite Wholesale Distribution Edition is the only integrated cloud business suite for wholesale distribution. It automates and streamlines business processes, so you can cut costs and grow profits.

N NETSUITE

Automate and Streamline to Develop New Products and Channels While Growing Profits

Despite a challenging environment in recent years, mid-market Wholesale Distribution businesses are decidedly optimistic about their prospects for the near term. Recent industry research shows an improving environment with nearly 99% of organizations expecting their business to either improve or remain steady.

81% of wholesale distribution leaders identified revenue growth as their number one priority for 2012.

—NetSuite Survey

As a strategy, many Wholesale Distribution companies are focused on a balance between revenue growth and cost savings. Others are focused on revenue growth alone. NetSuite is the perfect solution for either approach. It increases efficiency by automating and streamlining business processes, and can cut IT and operational costs significantly. It drives down inventory and frees up capital, so you can develop new products and channels while growing profits.

NetSuite for Wholesale Distribution combines customer-facing sales force automation, marketing, and customer service processes with back-office inventory management, fulfillment, and accounting—all in one system. As a cloud-based application, it lowers TCO by eliminating costs for on-premise servers, license fees, and site-to-site IT support. And it all comes with rapid implementation and a quick ROI.

RANGA BODLA
Director of Industry Marketing

Watch a short video introduction to **NetSuite** for Wholesale Distribution.

LEARN MORE

NetSuite Data Sheet:
NetSuite for Wholesale Distributors

"NetSuite lets us look into our suppliers' workload, and lets our customers see our inventory. And it lets us monitor our entire business from anywhere in the world, all in real time."

—König Wheels

BENEFITS

NetSuite helps Wholesale Distribution companies streamline, automate, and cut costs—and enables them to develop and support new products and channels to grow their business.

Growth, Flexibility, and Improved Sales

The most consistent benefit reported by Wholesale Distribution companies leveraging NetSuite is the ability to sustain or grow the business due to greater efficiency from process automation. NetSuite enables most customers to develop new sales channels or product lines. Some see triple-digit growth.

IT Cost Savings

Most Wholesale Distribution customers evaluated other options, but found NetSuite to be the most cost-effective and scalable solution. NetSuite's cloud-based solution is quick to implement, eliminates the need for backup and security, reduces internal IT, and grows with your business.

Improved Inventory Management

Most NetSuite Wholesale Distribution customers report reduced inventory carrying costs of 15% to 30% thanks to inventory replenishment, serial and lot number tracking, bin management, demand planning, and other capabilities. Real-time visibility into stock also helps reduce write-offs.

Ross Saldarini
CEO
Mountain Khakis

See how NetSuite helped **Mountain Khakis** grow from zero to 1,000 dealers.

LEARN MORE

Nucleus Research Note:
NetSuite's Impact on Wholesale and Distribution Companies

"Our business was growing at a rate that challenged our IT systems, and fortunately we chose NetSuite at just the right time."

—Mountain Khakis

Benefits are based on the Nucleus Research Note: NetSuite's Impact on Wholesale and Distribution Companies

BENEFITS

Benefits (Continued)

Increased Margins
Increased visibility into pricing, availability, and demand allows NetSuite customers to actively manage margins, both in purchase negotiations and sales. Businesses know the true COGS and can quickly make price adjustments by product or class to be more competitive.

Shipping Savings
NetSuite integrates shipping and order fulfillment to manage multiple channels and shipping requirements. Companies are able to provide faster, more accurate quotes on shipping, and can identify and correct shipping processes that are unprofitable.

Improved Customer Service
Customer service teams use NetSuite to provide customers with up-to-date information on inventory availability, pricing, and shipping. Businesses can also reduce support center inquiries by giving customers access to log in and see their orders and tracking information, print statements, make payments, and more.

Better Reporting, Easier Audits
NetSuite customers spend less time gathering and analyzing data and gain greater visibility into their business with a centralized data store and pre-built reports and dashboards. NetSuite also accelerates the financial close process and reduces the time and cost of audits.

See why **Action Automation & Controls** is excited to take to the cloud.

LEARN MORE
NetSuite Survey:
The Outlook for Wholesale Distribution in 2012

"It's really a customizable solution for every individual that logs into NetSuite."
—Action Automation & Controls

Benefits are based on the Nucleus Research Note: NetSuite's Impact on Wholesale and Distribution Companies

FEATURES

Manage your entire Wholesale Distribution business with one integrated cloud suite, delivered on demand over the Internet.

One Application to Run Your Distribution Business

Distributors typically cobble together and juggle numerous business applications and 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 collaborative processes to your customers and channel partners.

Businesses using NetSuite reduced shipping costs by over 35%.

—Nucleus Research

One Complete Distribution Lifecycle Management System

NetSuite manages all your 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 covering ERP, CRM, and ecommerce delivers a single, real-time view of the customer across all departments and locations, enabling you to better understand your customers, adapt to sales trends, and improve marketing, cross-sell, and retention.

See how NetSuite delivered rapid international growth for **Bluw**.

LEARN MORE

Chainlink White Paper:
Wholesale Distribution for the 21st Century

"We needed a central, integrated solution so that we could manage all the international offices … and NetSuite offered that sort of one-stop solution."

—Bluw

FEATURES

Features (Continued)

Subscription Model License, Maintenance, and Upgrades

With its cloud subscription model, NetSuite provides an extended IT department while lowering your costs and providing anytime/anywhere access. Unlike traditional on-premise solutions, NetSuite's latest software enhancements are applied automatically and your customizations carry over with each upgrade, eliminating the need for upgrade testing and coding.

Customizability

The NetSuite philosophy is to support our customers in configuring their systems to meet their company profile without the need for costly IT and developer overhead. NetSuite's rich customization capabilities allow you to easily modify and maintain the solution to fit your business.

Businesses using NetSuite reduced overall inventory costs by 15–30%.

—Nucleus Research

Easy to Use

NetSuite is designed to make it easier to set up and manage your NetSuite business environment— from initial setup, to data import, setting up your webstore and site, managing your ecommerce content, and managing matrix items and quote forms.

Trading Partner Collaboration via Self-Service Portals

Trading partner processes extend via self-service partner, supplier, and customer portals, helping you meet demand for real-time order status and self-service account management, while improving satisfaction with your brand.

See how NetSuite helped **Outdoor Technology** consolidate, integrate, and grow.

LEARN MORE

Chainlink White Paper:
Cloud Enables High-Velocity Enterprise Growth

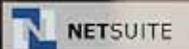**"NetSuite has really helped us grow without adding a lot of staff."**

—Outdoor Technology

CUSTOMER SUCCESSES

Click below to find out how hundreds of Wholesale Distribution companies have reduced inventory, cut costs, and grown their business with NetSuite.

CEO Zach Nelson explains how **NetSuite** uses cloud computing to bring enterprise solutions to businesses of every size.

LEARN MORE

NetSuite White Paper:
The Customizable Cloud

"NetSuite has allowed us to focus on our core competencies: designing and developing innovative dog gear—not worrying about running servers, managing backups, and dealing with credit card compliance on our own."

—Ruffwear

| Overview | Benefits | Features | Customer Successes | **Resources/Contact** |

Contact us or explore these resources to find out more about NetSuite for Wholesale Distribution.

Watch Videos

Netsuite Is Ideal for Revenue Growth and Cost Savings

Action Automation & Controls Takes to the Cloud

Mountain Khakis Grows Tenfold with NetSuite

Bluw Achieves Rapid International Growth

Outdoor Technology Powers Its Business with NetSuite

Ruffwear Runs Its Entire Business on NetSuite

LightSpeed Drives Order Management with NetSuite

Cloud Computing: The Next—and Last—Great Technology Architecture

NEXT STEPS

Contact Us: 1877NETSUITE
info@netsuite.com
Have Us Contact You
Take a Free Product Tour
Schedule a Demo

Visit our website

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NetSuite White Paper:
The Customizable Cloud

Aberdeen White Paper:
ERP in Wholesale and Distribution

NETSUITE PARTNERS

NetSuite's Wholesale Distribution offering is supported by a thriving ecosystem of partners who provide innovative third-party solutions tested and developed specifically to work with NetSuite.

Learn more.

NETSUITE