



# SUITECOMMERCE

Freedom to Grow and Evolve Your Online Business

SuiteCommerce is a multi-tenant SaaS ecommerce solution that enables merchants to deliver unique and engaging online experiences. Enjoy a rich set of features, easily manage and maintain your site, and enhance it with a selection of extensions. As with all NetSuite commerce products, SuiteCommerce unifies ecommerce with your core operational business systems – providing a single view of customer, orders, inventory and other critical business data, enabling real-time understanding of your business and powering personal and relevant omnichannel experiences.

## Key Benefits

- **Full-featured ecommerce solution** enabling engaging experiences on any device.
- **True SaaS** managed upgrades, no version lock.
- **Easily manage and add** new site features and functionality with extensions.
- **One platform** supports both individual (B2C) and business (B2B) customers.
- **Graduate** to SuiteCommerce Advanced as your business needs change.
- **Ecommerce is unified** with NetSuite order and inventory management, CRM and ERP.

## **Architecture**

Never migrate your commerce solution again. SuiteCommerce is a SaaS (Software-as-a-Service) multi-tenant cloud platform. Your site is easy to maintain: no “version lock”, no need to migrate between versions. Take advantage of new features and updates made automatically available with every release and select from a growing ecosystem of extensions to enhance your site.

## **Performance**

Single-page architecture and a content delivery network provide a fast site experience, resulting in increased engagement and conversion.

## **Storefront**

Your brand is your business and SuiteCommerce helps reflect it with pixel-perfect design capabilities. Leverage modern, pre-built responsive design themes to quickly build your store. A growing ecosystem of partner-built themes and extensions along with a host of features – including faceted navigation, Elastic site search and the ability to save shopping carts and create lists – make it easy for shoppers to find, learn about and buy your products.

## **Site Management**

Drag-and-drop tools allow you to edit pages and manage content. Use a selection of themes and layouts to update the look and feel of your site and add and configure new features and functionalities with extensions. Multiple changes to your site can be worked on and then scheduled for a future deployment based on business needs.

## **SEO and Marketing**

Ensure SEO success with customizable H1, title, meta tags, SEO-friendly URL links and Schema.org markup to increase click-through rates. Present upsells, cross-sells and related products based on merchant-driven rules such as browsing behavior or best sellers. Allow brand enthusiasts to share content to popular social networks and provide product reviews. Drive sales with flexible promotion and campaign management. Email, cart abandonment and pop-up signup campaigns are easily executed with the Oracle Bronto Marketing Platform.

## **Customer Account**

Managing your address book, viewing order history and checking order status can easily be done online. B2B buyers can generate quotes, quickly order from saved product lists, view outstanding and available balances and pay invoices online.

## **Purchasing, Payments and Shipping**

Offer customers payment options including credit cards, promo codes, gift cards and invoicing. Shoppers can check out as a guest or registered user. The entire shopping experience is secure with HTTPS support and integrated to common payment gateways for real-time credit card processing with PCI DSS compliance and multi-level fraud protection. Facilitate delivery with seamless integration with carriers for printing shipping labels and automatic tracking information.

## **Business Insight and Analytics**

Configurable dashboards allow you to create reports and gain insight into your business. Integrations are provided to Google Analytics and Google Tag Manager.