



Leverage NetSuite Ecommerce in a B2B environment

Two vertical bars, one green and one blue, are positioned on the left side of the slide.

INTRODUCTIONS

Yours Truly!




Oleg Glubochansky
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Commerce &
Digital Marketing



Michael Cordell
Ecommerce Manager, Sr.
eCommerce Solution
Architect

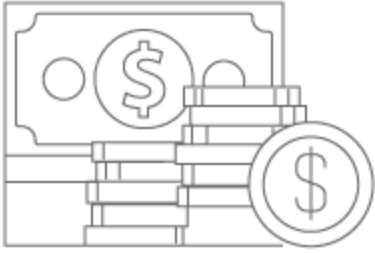
Agenda

- Why offer B2B online services
- What is NetSuite eCommerce?
- SuiteCommerce Advanced B2B Features
- Key Points of Customization
- Q&A

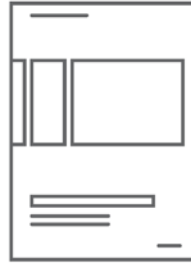


WHY OFFER B2B ONLINE SERVICES?

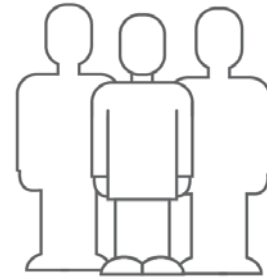
B2B Opportunity Space



Multitude of payment options



Complex Catalog



Multiple Audiences

Wholesale

Vendors / Dealers

Drop Ship

Bulk

Cost of Doing Business

Your B2B Customer are Your Busiest Customers

On any given day, your B2B customers are trying to run their own business to the best of their abilities. While ordering goods, paying bills and managing business process changes are critical, they are often overlooked details of daily work

- Pricing Transparency
- Complex Custom Ordering
- Call Center
- Repeat Business
- ...



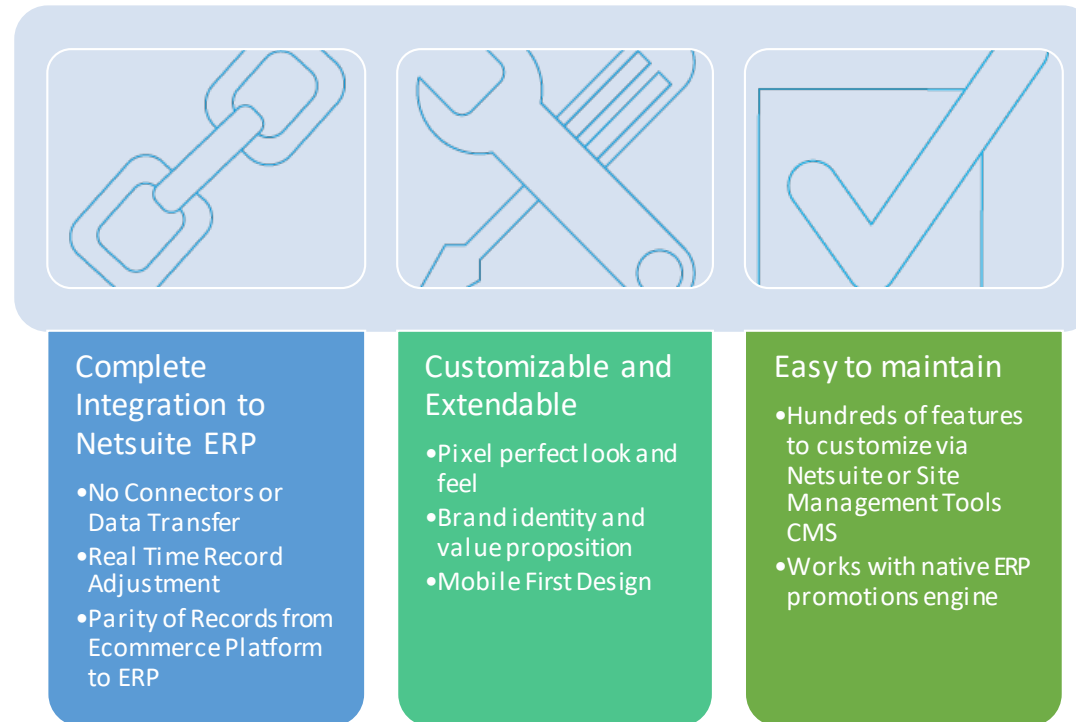
Two vertical bars, one green and one blue, are positioned on the left side of the slide.

WHAT IS NETSUITE ECOMMERCE?

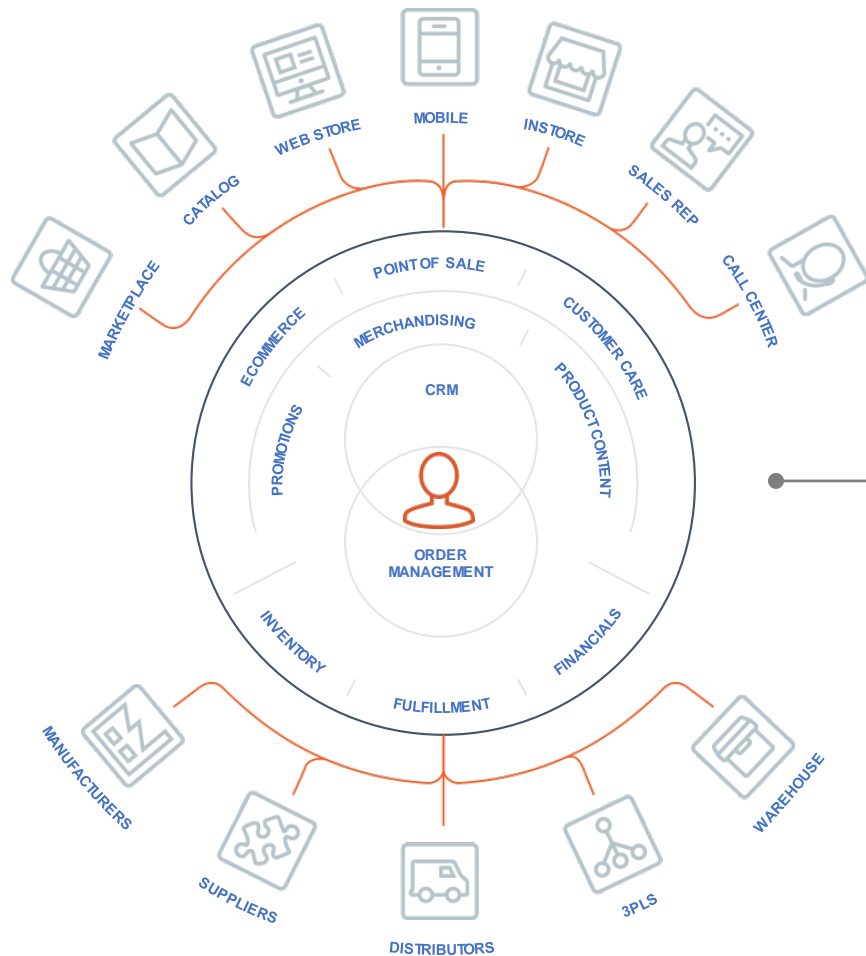
What is NetSuite Ecommerce

Netsuite offers a robust Ecommerce offering called SuiteCommerce, with a Standard and Advanced option. SuiteCommerce Advanced is a perfect B2B tool for Netsuite customers.

Key Features:



How NetSuite Ecommerce can help



Real-Time Master
Records Access

From a Single
Platform

Available
Anywhere and
Anytime

Customer 360

Customer Master
CRM Record
Abandoned Cart
Session Analytics

Item 360

Item Master
ERP Inventory Record
Vendor Aware

Order 360

Order Master
Financials
Transactions Record
Fulfillment Activity

Platform and Services

eCommerce

Point of Sale

SEO

SEM

Content

Omni-Channel Commerce

Digital Marketing

NetSuite ERP / CRM



SUITECOMMERCE ADVANCED FOR B2B

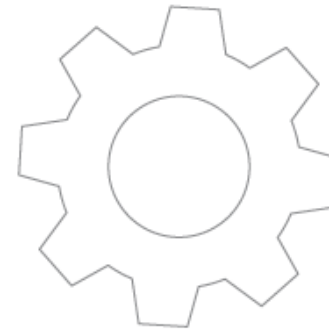
SuiteCommerce Advanced for B2B

As SuiteCommerce Advanced is completely integrated into the Netsuite ERP system, it is uniquely able to handle B2B transactions and account management on behalf of the logged in customer, the main features fall into 2 categories

Main Feature Sets:



B2B Storefront Features



B2B Account Management



B2B STOREFRONT FEATURES

An improved ordering experience for B2B customers

B2B Storefront Features

Key Features:

- Shopping Features
 - Varying Experience
 - Item Filtering
 - Price Level Adjustment
 - Quantity Pricing Matrix
- Checkout
 - Pay with Terms
- Can offer freight

See it in action:

- ***Philz Coffee*** uses SuiteCommerce Advanced to onboard Wholesale customers as well as process B2B transactions. Let's see how the customer experience changes as details become specific to the logged in customer.

B2B Storefront



GET YOUR BAG OF PHILHARMONIC FOR \$14 (REG. \$18). Ends 8/30 at 5pm (PT).

[SHOP](#)[STORES](#)[OUR STORY](#)[JOIN PHILZ](#)[OFFICE COFFEE](#)

(0)

[My Account](#)[Help](#)

BLEND OF THE MONTH

PHILHARMONIC

Taste the notes of maple, cardamom and earth—yours for \$14.

YES PLEASE!

B2B Storefront



GET YOUR BAG OF PHILHARMONIC FOR \$14 (REG. \$18). Ends 8/30 at 5pm (PT).



SHOP

STORES

OUR STORY

JOIN PHILZ

OFFICE COFFEE

(0)

My Account

Help

Coffee

Gift Cards

Merchandise

Subscriptions



BLEND OF THE MONTH

PHILHARMONIC

Taste the notes of maple, cardamom and earth—yours for \$14.

YES PLEASE!

B2B Storefront



Aromatic Arabic

1lb PRICE: \$18.00

BLEND: Darker
AROMAS: Smoke, Walnut, Earth

QUICK SHOP



Canopy Of Heaven

1lb PRICE: \$18.00

BLEND: Lighter
AROMAS: Herbs, Citrus,
Strawberry

QUICK SHOP



Dancing Water

1lb PRICE: \$18.00

BLEND: Lighter
AROMAS: Milk Chocolate,
Grains, Cashew

QUICK SHOP



Ether

1lb PRICE: \$18.00

BLEND: Darker
AROMAS: Toffee, Cherry,
Cinnamon

QUICK SHOP

B2B Storefront



GET YOUR BAG OF PHILHARMONIC FOR \$14 (REG. \$18). Ends 8/30 at 5pm (PT).



SHOP

STORES

OUR STORY

JOIN PHILZ

OFFICE COFFEE



Hi Michael!

Help

Coffee

Subscriptions

BLEND OF THE MONTH

PHILHARMONIC

Taste the notes of maple, cardamom and earth—yours for \$14.

YES PLEASE!

B2B Storefront



Ambrosia Coffee Of God (18-Pack 2.5oz)

Case PRICE: \$27.00

BLEND: Lighter
AROMAS: Blackberry, Grape

[QUICK SHOP](#)

- 4lb -



Ambrosia Coffee Of God (4lb Bag)

4lb PRICE: \$35.80

BLEND: Lighter
AROMAS: Blackberry, Grape

[QUICK SHOP](#)



Aromatic Arabic

1lb PRICE: \$14.40

BLEND: Darker
AROMAS: Smoke, Walnut, Earth

[QUICK SHOP](#)

- 4lb -



Aromatic Arabic (4lb Bag)

4lb PRICE: \$35.80

BLEND: Darker
AROMAS: Smoke, Walnut, Earth

[QUICK SHOP](#)



B2B ACCOUNT MANAGEMENT

Helping B2B customers to manage their business with you

B2B Account Management

Key Features:

- Order History & Status
- Quotes
 - Approve & Pay for Quotes
- Account Balance
- Invoices
 - Pay Invoices
- Transaction History
- Print a Statement
- Update Profile
 - Address & Phone Number
 - Payment Methods

See it in action:

Let's take a look at how a customer can gain insight into their account with SuiteCommerce Advanced

B2B Account Management

[Store Locator](#) [Request a Quote](#) [Quick Order](#)

FRANK  STONE
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Welcome **Susan** ▾

 52

[Home](#) > [My Account](#)

My Account

OVERVIEW

[PURCHASES](#) ▾

[WISHLIST](#) ▾

[BILLING](#) ▾

[SETTINGS](#) ▾

[CASES](#) ▾

Recent Purchases

[View Purchase History](#)

Purchase No.	Date	Amount	Origin	Track Items
54	8/31/2018	\$71.65	Online	N/A
38	1/11/2018	\$1,103.59	Online	N/A
36	11/20/2017	\$196.35	Online	N/A

My Settings

[Profile](#)

[Shipping](#)

[Payment](#)

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OVERVIEW

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Purchase History

[Returns](#)

[Reorder Items](#)

[Quotes](#)

WISHLIST ▾

BILLING ▾

SETTINGS ▾

Purchase History

Open In Store **All**

From



to



Sort By Date ▾

Purchase No.	Date	Amount	Origin	Track Items
54	8/31/2018	\$71.65	Online	N/A
38	1/11/2018	\$1,103.59	Online	N/A
36	11/20/2017	\$196.35	Online	N/A
35	10/3/2017	\$458.95	Online	N/A
34	9/22/2017	\$1,439.02	Online	N/A

B2B Account Management

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My Account

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[Returns](#)

[Reorder Items](#)

Quotes

WISHLIST ▾

BILLING ▾

Quotes

Show all statuses ▾



by Number ▾

Quote No.	Request date	Expiration date	Amount	Status
Quote #5	1/23/2019	2/22/2019 	\$879.52	
Quote #4	4/5/2018	9/8/2018 	\$45.66	Closed Won
Quote #3	4/5/2018	3/6/2020	\$57.95	Purchasing
Quote #2	7/19/2017	6/1/2018 	\$78.26	Proposal

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My Account

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[Returns](#)

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Quotes

WISHLIST ▾

BILLING ▾

Quotes

Show all statuses ▾



by Number ▾

Quote No.	Request date	Expiration date	Amount	Status
Quote #5	1/23/2019	2/22/2019 	\$879.52	
Quote #4	4/5/2018	9/8/2018 	\$45.66	Closed Won
Quote #3	4/5/2018	3/6/2020	\$57.95	Purchasing
Quote #2	7/19/2017	6/1/2018 	\$78.26	Proposal

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[Home](#) > [My Account](#) > [Quotes](#) > Quote #3

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[Purchase History](#)

[Returns](#)

[Reorder Items](#)

Quotes

WISHLIST ▾

BILLING ▾

SETTINGS ▾

Quote 3

Request date: 4/5/2018

Expiration date: 3/6/2020

Items (1) ▾

Payment Information ▾

For immediate assistance contact **Scott Scisson** at 650-555-1212. For additional information, send an email to jlipper123@gmail.com.

\$57.95

Status: **Purchasing**

SUMMARY

SUBTOTAL	\$29.39
Shipping	\$25.99
Tax Total	\$2.57
TOTAL	\$57.95

[Review and Place Order](#)

[Download as PDF](#)

B2B Account Management

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PURCHASES ^

Purchase History

Returns

Reorder Items

Quotes

WISHLIST ▾

BILLING ▾

SETTINGS ▾

Quote 3

Request date: 4/5/2018

Expiration date: 3/6/2020

\$57.95

Status: **Purchasing**

Items (1) ^



Bhaki Bag by Prana

\$41.99

SKU: Bhaki Bag by Prana

List price: \$41.99

Quantity: 1

Amount: **\$29.39** \$41.99

Payment Information ▾

For immediate assistance contact **Scott Scisson** at **650-555-1212**. For additional information, send an email to scisson123@gmail.com

SUMMARY

SUBTOTAL \$29.39

Shipping \$25.99

Tax Total \$2.57

TOTAL **\$57.95**

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Quotes

WISHLIST ▾

BILLING ▾

SETTINGS ▾

Quote 3

Request date: 4/5/2018

Expiration date: 3/6/2020

\$57.95

Status: **Purchasing**

Items (1) ▾

Payment Information ▴

Bill to:

Susan Adams

1116 Wilshire Blvd

Santa Monica California 94117

United States

310-336-3188

SUMMARY

SUBTOTAL \$29.39

Shipping \$25.99

Tax Total \$2.57

TOTAL \$57.95

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Quotes

WISHLIST ▾

BILLING ▾

SETTINGS ▾

Quote 3

Request date: 4/5/2018

Expiration date: 3/6/2020

Items (1) ▾

Payment Information ▾

For immediate assistance contact **Scott Scisson** at 650-555-1212. For additional information, send an email to jlipper123@gmail.com.

\$57.95

Status: **Purchasing**

SUMMARY

SUBTOTAL	\$29.39
Shipping	\$25.99
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TOTAL	\$57.95

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BILLING ▲

Account Balance

[Invoices](#)

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[Print a Statement](#)

SETTINGS ▾

Account Balance



Credit Limit: \$5,000.00

Credits

Deposits:	\$0.00
Other Credits:	\$0.00

Account Details

Term:	Net 15
Currency:	USD

B2B Account Management

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BILLING ▲

Account Balance

Invoices

Transaction History

Print a Statement

SETTINGS ▾

Invoices

Open

Paid in Full



0 Invoices Selected

Show All ▾



By Due Date ▾

☐ Select All (2)

	Date	Due date	Amount
<input type="checkbox"/> Invoice #2	7/19/2017	2/1/2018 	\$1,423.28
<input type="checkbox"/> Invoice #3	2/16/2018	3/3/2018 	\$163.00

B2B Account Management

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BILLING ▴

Account Balance

Invoices

Transaction History

Print a Statement

SETTINGS ▾

Invoices

Open

Paid in Full

0 Invoices Selected

Show All ▾



By Due Date ▾

☐ Select All (2)

	Date	Due date	Amount
<input type="checkbox"/> Invoice #2	7/19/2017	2/1/2018 	\$1,423.28
<input type="checkbox"/> Invoice #3	2/16/2018	3/3/2018 	\$163.00

B2B Account Management

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[Home](#) > [My Account](#) > [Invoices](#) > Invoice #2

OVERVIEW

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Invoices

Transaction History

Print a Statement

SETTINGS ▾

Invoice #2

Invoice Date: 7/19/2017

Created from: [Purchase #30](#)

Due Date: 2/1/2018

\$1,423.28

Status: **Open**

Products (2) ▾



Men's Wind Jammer Hooded Jacket

\$125.99

SKU: Wind Jammer Hooded Jacket-wt-S

Size: Small

Color: white

Unit price: \$125.99

Quantity: 10

Amount: **\$1,259.90**



Women's Wicked Life S/S T-Shirt

SUMMARY

Subtotal **11 Items** \$1,288.89

Tax Total \$112.78

Shipping \$21.61

Amount Due **\$1,423.28**

[Make a Payment](#)

B2B Account Management

[Store Locator](#) [Request a Quote](#) [Quick Order](#)

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OVERVIEW

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BILLING ▴

Account Balance

Invoices

Transaction History

Print a Statement

SETTINGS ▾

Invoice #2

Invoice Date: 7/19/2017

Created from: [Purchase #30](#)

Due Date: 2/1/2018

\$1,423.28

Status: **Open**

Products (2) ▾



Men's Wind Jammer Hooded Jacket

\$125.99

SKU: Wind Jammer Hooded Jacket-wt-S

Size: Small

Color: white

Unit price: \$125.99

Quantity: 10

Amount: **\$1,259.90**

SUMMARY

Subtotal **11 Items** \$1,288.89

Tax Total \$112.78

Shipping \$21.61

Amount Due **\$1,423.28**

[Make a Payment](#)

B2B Account Management



Make A Payment

1. SELECT INVOICES TO PAY / 2. PAYMENT AND REVIEW

SELECT INVOICES TO PAY

Show All



By Due Date



☐ Select All (2)

Invoice No.	Due date	Amount	
<input checked="" type="checkbox"/> Invoice #2	2/1/2018	\$1,423.28	<button>Edit Payment</button>
<input type="checkbox"/> Invoice #3	3/3/2018	\$163.00	

Payment Summary

Invoices (1)	\$1,423.28
Estimated payment	\$1,423.28

Continue

Continue

B2B Account Management



Make A Payment

1. SELECT INVOICES TO PAY / 2. PAYMENT AND REVIEW

PAYMENT AND REVIEW

Payment Method

Credit / Debit Card ▼



– Ending in 3010

Susan Adams

Expires 04/2020

Edit Card

Change Card

Learn more about [safe and secure](#) shopping

Payment Summary

Invoices (1)	\$1,423.28
Deposits Subtotal	\$0.00
Credits Subtotal	\$0.00
Payment Total	\$1,423.28

Submit

Invoices (1) ^

B2B Account Management

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 **52**

[Shop](#) [Clothing](#) [Gear](#) [Accessories](#) [Big Link](#)



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OVERVIEW

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[Print a Statement](#)

Transaction History

From



to



Show all record types ▾



by Date ▾

Number	Date	Amount	Status
Invoice #3	2/16/2018	\$163.00	Open
Invoice #2	7/19/2017	\$1,423.28	Open
Cash Receipt #3	4/22/2017	\$114.99	Deposited
Payment #1	4/19/2017	\$125.63	Deposited
Invoice #1	4/19/2017	\$125.63	Paid In Full

B2B Account Management

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[Shop](#) [Clothing](#) [Gear](#) [Accessories](#) [Big Link](#)



[Home](#) > [My Account](#) > [Print Statement](#)

OVERVIEW

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WISHLIST ▾

BILLING ▲

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[Print a Statement](#)

Print A Statement

Required *

Statement date *

2019-08-15 

Start date (optional)

2019-06-01 

- ☐ Print in customer's locale
- ☐ Show only Open Transactions
- ☐ Consolidated Statement

B2B Account Management

[Store Locator](#) [Request a Quote](#) [Quick Order](#)

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OVERVIEW

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BILLING ▾

SETTINGS ▴

Profile Information

Email Preferences



Address Book

Address Book

Add New Address

Los Angeles Store

12600 Santa Monica Blvd
Los Angeles California 92670
United States
[310-555-1234](#)

-  Default Shipping Address
-  Default Billing Address

Edit

Remove

Susan Adams

1116 Wilshire Blvd
Santa Monica California 94117
United States
[310-336-3188](#)

Edit

Remove

B2B Account Management

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[Address Book](#)

Credit Cards

[Add Credit Card](#)



– Ending in 3010

Susan Adams

Expires 04/2020

 Default Credit Card

[Edit](#)

[Remove](#)

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KEY POINTS OF CUSTOMIZATION

Key Points of Customization

Background:

- The sky is the limit, but consider the following:
 - Item filtering, create customer groups
 - Change experience for specific customer
 - Scriptable cart
 - Not necessarily, SCA has robust framework
- Onboarding Experience
 - Online form
- User permissions
- SuiteApp / Extension framework
 - Ability to add extensions to SuiteCommerce Advanced to employ new features and functionality without a major update or development time



Q & A

Yours Truly!



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Michael Cordell
Michael.Cordell@rsmus.com

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Thank you!



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