

NetSuite *Site Builder Module*

NetSuite offers the industry's first and only:

- Web sites integrated with front and back-office management tools
- Customer self-service centers for viewing orders, tracking packages, and managing support issues
- Dynamic, database-driven Web sites with point-and-click site updates
- Site analytics tools that measure both traffic and revenue
- Affiliate and e-mail marketing tools with real-time ROI measurements
- Upsell tools that recommend items based on other customers' purchases
- Built-in, customizable real-time dashboards

NetSuite's Site Builder Module includes:

- **Site Customization**
 - Dynamic, Database-driven Web sites
 - Point-and-click site updates
 - Site Hosting
 - Site Building Wizard
- **Multi-national**
 - Multi-currency
 - String Localization
 - World Pay
- **Multi-site**
 - Host multiple domains
 - Point domains to different sites
 - Redirect URLs
- **Advanced Search**
 - Query any field
 - Limit results based on any criteria
 - Format results
- **Search Engine Optimization**
 - Meta Tags
 - Alt image tags
 - Page titles
 - Breadcrumbs
 - 301 permanent redirects
 - Friendly URLs
- **Comparison Shopping Feeds**
 - Froggle, Shopping.com, Shopolla, NexTag

NetSuite's Site Builder Module makes it possible for small and mid-sized companies to deliver an "amazon.com-like" experience for their customers and partners, providing a complete view of a customer's interaction with a merchant by simply logging into a Web site.

NetSuite Site Builder enables companies to build and manage entirely customizable sites built with any tool (such as Macromedia Dreamweaver®) that automatically links with NetSuite's accounting, inventory, and customer management capabilities in real-time. It also enables companies to sell on-line in any language, and in any currency chosen by the Web shopper.

Why NetSuite Site Builder?

Site Development Tools

Site development tools provide the flexibility designers need to build custom database-driven sites, while allowing non-designers to dynamically update their site with ease. Hosting capabilities allow Web designers to upload sites built using their preferred tools, and then to convert the static site into a database-driven platform by using tags to easily access any product or customer information stored in the NetSuite database. The database-driven site can display dynamic information, such as customer-specific items, prices, quotes, and documents. Best of all, site information can be instantly updated by non-designers via a simple point-and-click interface.

Multi-national Functionality

Multi-national functionality includes multi-currency, multi-domain and language localization. Merchants can offer their products in multiple currencies, allowing customers to view and pay in their local currency. Multiple sites can be published, allowing each site to have its own domain name, language, and look and feel. Language localization allows each merchant to customize every line of text on a site, including the checkout process and warning messages.

Multi-site Capabilities

Multi-site capabilities enable companies to host multiple sites from a single account. You can also include hidden parameters in URLs such as Affiliate IDs.

Advanced Search Tools

Advanced search tools provide merchants with extremely customizable search forms. Each search form can query any item field in the database, determine the result fields, and limit results based on any criteria, such as price or manufacturer. Multiple search forms can be published to a Web site, further targeting results.

Search Engine Optimization and Comparison Shopping

Ensure high search ranking for natural and paid search with NetSuite tools. Feed comparison shopping engines for even greater online reach.