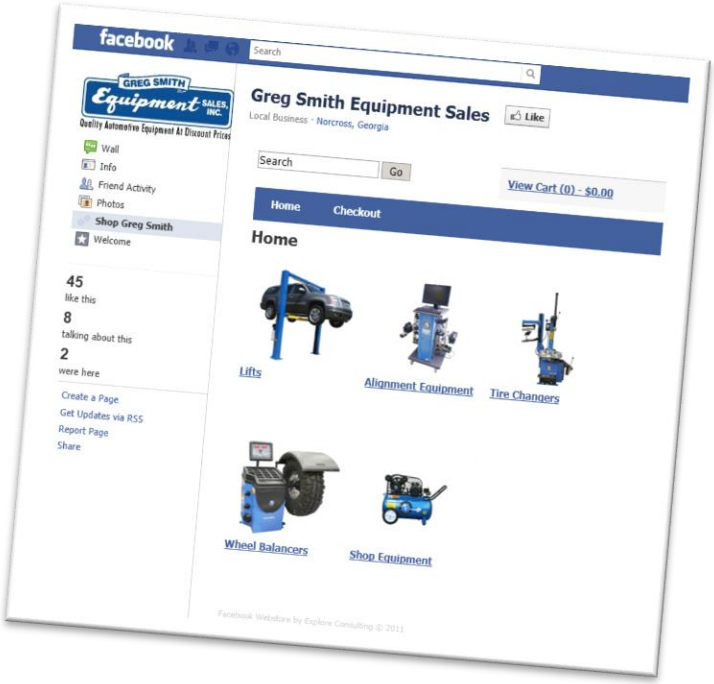
Case Study – Facebook Webstore for NetSuite

Background: Greg Smith Equipment Sales is the largest independent U.S. distributor of above ground car and truck lifts. They have been in the automotive business for more than 40 years with six US locations. Greg Smith Equipment Sales stocks hundreds of above ground automotive lifts, tire changers, air compressors, wheel balancers, winches, brake lathes and other automotive equipment, and they are also the exclusive US distributor of the world famous Atlas brand of automotive equipment.

Founded by Greg Smith, the company started with the basic philosophy that most customers want the lowest possible price, but also want the highest quality equipment (both used and new) and access to service and parts in the future. Greg Smith Equipment Sales' business philosophy remains the same as it did 30 years ago, but instead of offering high quality used equipment at competitive prices, they were able to source the highest quality (manufactured offshore) automotive aftermarket equipment and can price it "BRAND NEW" equipment lower than "used" equipment.

Issue: In an effort to boost online sales, Greg Smith Equipment Sales engaged Explore Consulting to redesign their existing NetSuite website, www.gregsmithequipment.com, and simultaneously implement a webstore within the company's Facebook page. This would allow them to capitalize on the power of social media, while managing this external store from within NetSuite.

Solution: Explore Consulting worked with Greg Smith Equipment Sales to implement the Facebook Webstore App for NetSuite. This App was built for e-tailers utilizing the NetSuite Site Builder e-commerce platform. This helps Greg Smith Equipment Sales to easily sell more products by creating a "Shop Greg Smith" tab on their Facebook page showcasing products from their existing NetSuite online store.



With over 500 million active Facebook users of which 50% of them log onto Facebook in any given day and the strong desire for business owners to monetize their Facebook presence, this is a great way for Greg Smith Equipment Sales to expand their shopping audience and allow fans to share products.

Purchases on the Facebook page uses Greg Smith Equipment Sales' existing NetSuite checkout process so there is no need for multiple accounts and all Facebook purchases flow into their existing NetSuite order management system to make the integration as seamless as transactions coming from their NetSuite online store.

Results: Greg Smith Equipment Sales now has another valuable tool to market their business in social media. They can cultivate their Facebook community and allow immediate access to their products with seamless integration into their existing business processes.

Not only can customers purchase products on Greg Smith Equipments' Facebook page, but fans can comment, like, tweet and recommend products. The solution provides Greg Smith Equipment Sales with an all-in-one social media tool that expands their reach of shopping customers.

Key features of the Facebook Webstore App for NetSuite include:

- Rapid development into an existing Facebook fan page as new "Shop" tab
- Low start-up & ongoing costs
- NetSuite manages all product merchandising, cart, checkout, order processing, fulfillment and customer service
- Leverages NetSuite's Site Builder Add-on
- Open architecture for extensibility

Visit the Greg Smith Equipment Sales Facebook Webstore for NetSuite

Download the Facebook Webstore for NetSuite Overview

About Explore Consulting

Based in Bellevue, Washington, Explore Consulting was founded in 2001 and is a professional services company dedicated to providing innovative and cost-effective solutions for their customers' database and IT systems' needs.

Having specialized in SaaS solutions for more than 14 years, Explore Consulting is the largest and most experienced NetSuite reseller and solution provider in the Northwestern United States.

Explore Consulting is well-known as a leader in NetSuite implementation, customization, integration and Ecommerce, and has also been a 10-time NetSuite Star Performer, won 24 NetSuite awards and has twice been named NetSuite Partner of the Year, Americas.

For more information, visit http://www.exploreconsulting.com.