



## NetSuite Web Store – Google Maps & Online Store Locators

**Background:** Wholesale distributor of several brands provides a NetSuite website with direct order capabilities, but also a store locator to quickly direct visitors to both online stores and retail locations selling their brands.

**Issue:** The distributor uses a NetSuite Web Store for their online store, but also uses it as a place to profile new products, press releases, and general product and company information. With so much of their business hinging on the success of the retailers they sell to, the company recognizes the opportunity to help consumers find them. A store locator seamlessly integrated into their existing NetSuite Web Store would be the perfect solution.

**Solution:** Explore Consulting built a two part solution from the ground up. The first part is a Google Maps locator within the NetSuite website. The second part is

an Online Store Locator, which helps customers find online retailers and allows them to sort based upon the many brands offered by the distributor.

### Google Maps Locator

The Google Maps Locator allows customers to search based upon a ZIP code and radius, as well as other parameters (like brands or product types carried at each store), returning store locations based upon a search done in NetSuite against Vendor records. Each store is plotted on the map, as well as listed below the map with more information. The plotted points on the map are clickable, and provide information about the individual store as well as links to the store’s web site and the ability to get directions to the store. Each store can also be individually ranked below the map, so that they can appear in an order suitable to the distributor.

Local Retailers

Map | Satellite | Hybrid | Terrain

Zip Code:

Within (miles):

Brands:  Anka  Beaba  Cariboo  Lillebaby  Micralite  Swan

**Google Maps Locator continued...**

### Local Retailer Search Results

**Search Criteria:**  
 Zip: 98104    Radius: 10 miles    Brands: Svan, Cariboo, Lillebaby, Micralite, Anka, Beaba, GO BACK

<p>1. Right Start - Union Bay</p> <p>4520 Union Bay Place NE Seattle, WA 98105</p>	<p>206.729.7458</p>	<p><b>Brands Carried</b> Svan, Cariboo, Anka</p>
<p>2. The Land of Nod - Seattle</p> <p>University Village 2660 NE 49th St Seattle, WA 98105</p>	<p>206.527.9900 <a href="#">View Website</a></p>	<p><b>Brands Carried</b> Anka</p>
<p>3. Right Start - Bellevue</p> <p>10635 NE 8th Street Bellevue, WA 98004</p>	<p>425.451.2445</p>	<p><b>Brands Carried</b> Svan, Cariboo, Anka</p>

**Online Store Locator**

The Online Store Locator works in a similar fashion to the Google Maps Locator. You can select the country that the web store is located in, and narrow them down by which brands they carry. The search then returns a list of the web stores that sell a particular brand in the country of your choosing. This type of search is much more useful to customers than a

standard list that they have to comb through to find what they are looking for.

Additional options can be implemented such as the ability to display whether or not each vendor in the list sells their products through Ebay or Amazon.com, and if so, provide a link to each of those web stores as well.

### Online Retailer Search

Country:     USA     Canada

Brands:     Anka     Beaba     Cariboo     Lillebaby     Micralite     Svan

SUBMIT

**Online Store Locator continued...**

## Online Retailer Search Results

Search Criteria:

Country: US Brands: Svan, Cariboo, Lillebaby, Micralite, Anka, Beaba,

[GO BACK](#)

### 1. Giggle

[View Website](#)

#### Brands Carried

Svan, Cariboo, Lillebaby,  
Micralite, Beaba

### 2. Calliope Boutique

[View Website](#)

#### Brands Carried

Svan, Cariboo, Lillebaby,  
Micralite, Anka, Beaba



### 3. buybuy Baby

[View Website](#)

#### Brands Carried

Svan, Cariboo, Lillebaby,  
Micralite, Anka, Beaba

### 4. Babies R Us

[View Website](#)

#### Brands Carried

Svan, Lillebaby, Anka

**Results:** The Google Maps and Online Store Locators for NetSuite provide consumers with fast and convenient ways to find the products they want to buy from a wholesale distributor's website. Additionally, the solution lives 100% within NetSuite, so the underlying data can change often and eliminate duplicate data entry.

### 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 8 years, Explore Consulting is the largest and most experienced NetSuite reseller and solution provider in the Northwestern United States. Not only is Explore a licensed reseller of the NetSuite

product suite, but an experienced NetSuite implementation and integration partner. Whether you are looking for assistance with your NetSuite purchase and implementation or needing to integrate your NetSuite account to any external data source with our industry-leading CloudConnect™ service, we are your one stop NetSuite service provider. Explore Consulting is well-known as a leader in NetSuite customization, integration and extensibility. While NetSuite can run most businesses using out-of-the-box functionality, we're experts on adapting the product to meet your specific business requirements. Explore Consulting was recently included on the Inc. 5000 list of fastest growing privately owned companies in the U.S. for the third year in a row as well as the Puget Sound Business Journal's 100 Fastest Growing Private Companies. Explore has also been a 5-time NetSuite Star Performer and is well recognized as a leader in integration and mobile solutions for NetSuite. For more information, visit [www.exploreconsulting.com](http://www.exploreconsulting.com).