



Case Study – Multi-National Support for NetSuite Webstores

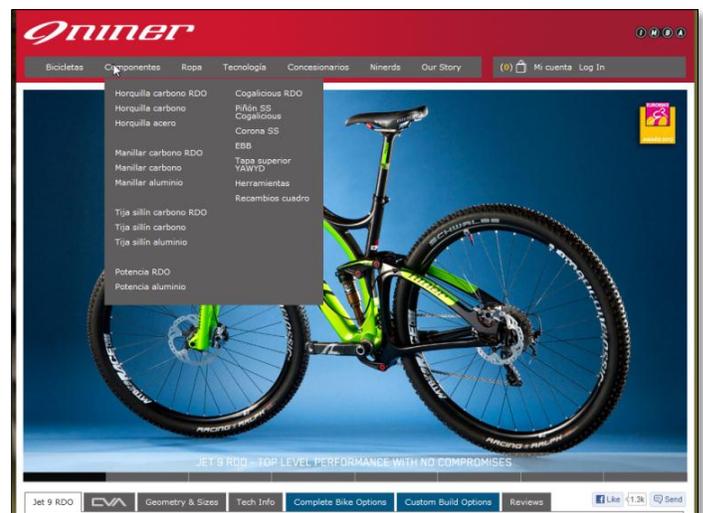
“We selected Explore Consulting based on a superb reputation, domain expertise and a very reputable background in driving eCommerce initiatives towards success. It was quite challenging to find a provider that could integrate our brand image with our operational demands - Explore's expertise and professionalism has helped us to do just that. We look forward to many more successful projects with their team”

- Carla Hukee, Brand Manager, Niner Bikes

Background: Followed by a large community of likeminded mountain bikers, [Niner Bikes](#) has fully committed themselves to the future of mountain bike design (29" wheels) and backed it up with impeccable designs and exquisite ride quality. Hailed as one of the premier mountain bike companies in the world they've been growing quickly and working hard to support their customers and dealers needs and expectations.

Issue: Supporting a domestic and international network of customers and dealers through two separate websites with varying levels of language translation. Additionally, dealer ordering support was proving problematic and having a negative impact on their customers.

Solution: Niner Bikes engaged with Explore Consulting to turn their vision of a single, NetSuite-hosted web site into a reality. To help their international customer base, Explore developed a custom language solution to support seven different web site languages across product, static, and navigational components of the site. Ensuring all of their customers are able to find the dealer that can best suit their needs is accomplished through a few customizations to [Explore's Store Locator Module](#). Customers can search by location and dealer type and even see the list of demo bikes available at a given dealer. To ease data maintenance, Explore exposed select parts of the dealer locator and demo bike data to Niner's dealer network so they can keep their own information up to date. Enhancements to their Bike Builder ensure that dealers can easily configure and order bikes for their customers, and customers are



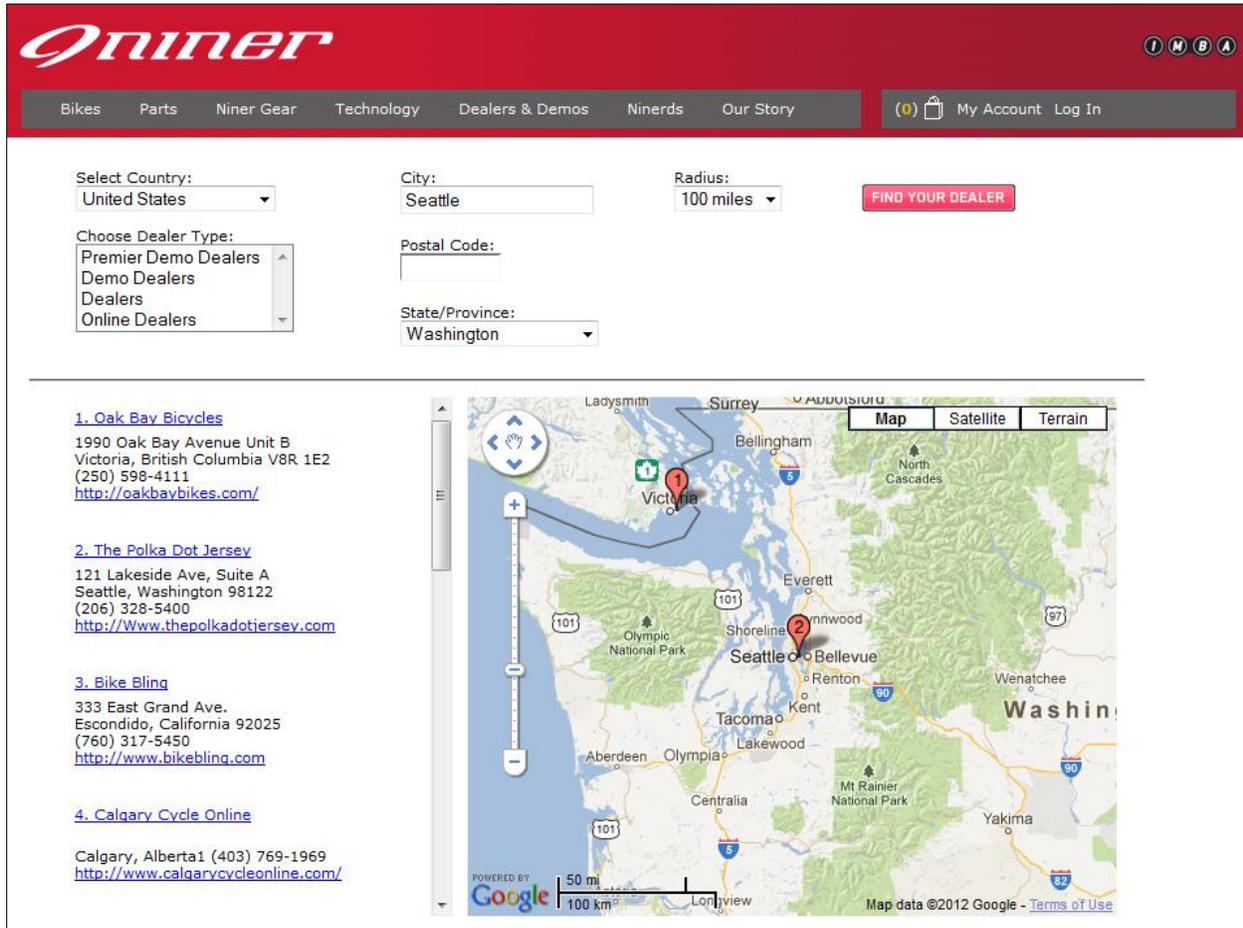
able to quickly and intuitively configure bikes to share with their friends. Their new site design and functionality is helping Niner engage their community of customers and dealers around the world, while providing an integrated, easy to use NetSuite-based web site.

Key features include:

- Multi language support for 7 languages across as many facets of the interface as they wanted, including images
- NetSuite native permissions control dealer access to their location data
- Ability to enter demo bikes by dealer location helps customers get the information they need before trekking to their local shop
- Bike builder enables quick bike configurations for sharing with friends or your local dealer.

Results: It's full speed ahead for Niner as they continue to expand on their excellent selection of mountain bikes and bring more people into the Niner community (their Facebook page has 65,000 likes as

of December 2012). The new site helps reach a broader, multi-national audience while the enhanced dealer locator helps bring that audience to the right dealer for their needs.



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 11 years, Explore Consulting is the largest and most experienced NetSuite reseller and solution provider in the Northwestern United States. Whether you are looking for assistance with your NetSuite purchase and implementation or needing to integrate your NetSuite account to an external data

source, Explore is your one stop NetSuite service provider. Explore Consulting is well-known as a leader in NetSuite customization, integration and extensibility, and was recently included on the Inc. 5000 list of fastest growing privately owned companies in the U.S. for the fourth year in a row as well as the Puget Sound Business Journal's 100 Fastest Growing Private Companies. Explore has also been a 7-time NetSuite Star Performer and was recently named as 2011 NetSuite Partner of the Year, Americas. For more information, visit www.exploreconsulting.com.