NetSuite Site Builder vs. SuiteCommerce Advanced

As a Certified SuiteCommerce Digital Agency Partner, Explore Consulting combines more than 13 years of NetSuite Ecommerce experience with their strong platform expertise including implementation, integration, and customization. While NetSuite's Site Builder module provides a flexible platform for selling online, SuiteCommerce Advanced delivers all of the flexibility that today's sophisticated sellers demand. This overview is intended to identify major differences between the 2 NetSuite Ecommerce options and provide an overview of Ecommerce services available from Explore Consulting.

Common To Both Platforms

- Unified, cloud based solution
- Support for any business model (B2C, B2B, Custom models)
- Flexible customer payment options – common payment gateways and invoicing based upon balance available and credit limits
- Easy Integration into shipping solutions (UPS, FedEx and other carriers)
- Advanced pricing with per customer pricing, terms and credit limits
- Real time inventory including online and per retail store or warehouse
- 360 degree view of customer across retail, online and customer service points of contact
- Advanced add-on modules for better customer experience with Checkout 2.0 and My Accounts
- Multi-national with country specific language, tax and currency support
- Multi-site to support multiple websites that are managed with the same NetSuite back end

SuiteCommerce Advanced Advantages

- Pixel Perfect design control and full "can do anything" customization
- Responsive Web Design for Mobile and Tablet optimized sites
- Advanced Search – fuzzy search, look ahead, fast and relevant results
- Conversion best practices built in
- Improved browsing and product discoverability through facetted search refinements
- Automatic up-sell and cross-sell recommendations with dynamic merchandizing
- Uses modern web technologies
- Fast site speed (Single Page Application architecture and CDN Edge Caching)

Should I Upgrade From Site Builder To SuiteCommerce Advanced?

Upgrading to SuiteCommerce Advanced is a potential win if you answer yes to any of the following:

- You are getting mobile and tablet visitors and your site isn't optimized for their viewing devices
- Your current website isn't the best looking and easiest to use website in your industry
- You have a large catalog of products and visitors can't find the products they are looking for
- You are limited by and frustrated with current functionality of your web store

Additional NetSuite Ecommerce Add-ons and Services

In addition to creating your web store on the NetSuite platform, Explore Consulting can help with a host of Ecommerce Add-ons and Services.

Internet Marketing & Conversion Optimization

Internet Marketing: We take a very ROI driven approach to generate more quality and targeted traffic with:

- Organic Traffic: Search Engine Optimization
- Paid: Google AdWords, display ads, retargeting, Amazon.com product listing ads, Comparison shopping engines (Google Shopping, Shopping.com, etc.)
- Social Media: Facebook, Twitter, Pinterest, etc.
- Email and Newsletter marketing

Conversion Optimization: Generate more sales per visitor with:

- Improved browse and discoverability of your products
- Stronger calls to action
- Remove customer barriers
- Cross-sell, Up-Sell and Searchandizing
- Conversion Rate Optimization Campaigns
- A/B and Multivariate testing
- Abandon Cart Remarketing with SeeWhy

FastTrack for SuiteCommerce Advanced

SuiteCommerce
≡FastTrack

FastTrack for SuiteCommerce Advanced is a collection of pre-built modules that provide a jumpstart approach to building SuiteCommerce Advanced webstores, including several pre-built bundles developed to get your site launched quickly.

The solution, available at no cost to our NetSuite customers, leverages newly released SuiteCommerce Advanced features and accommodates commonly needed functionality from enhanced navigation to category management:

- FastTrack Hero Slider Module
- FastTrack Category Manager Module
- FastTrack Navigation Module

CloudConnect™ Amazon For NetSuite

CloudConnect™ Amazon for NetSuite makes expanding your eCommerce offerings onto the Selling On Amazon (SOA) and Fulfillment By Amazon (FBA) platforms a simple process using the NetSuite interface. This complete solution provides product & inventory management, order & fulfillment processing, and settlement & reconciliation.

CloudConnect
amazon
Built For
NETSUITE

Key Features

- Amazon Product, Inventory, Image, and Relationship management from within NetSuite
- Supports catalog customization for both Selling on Amazon (SOA) and Amazon Webstore
- Bi-directional order processing between Amazon and NetSuite Fulfillment by Amazon (FBA) integration - identifies stagnant inbound shipments
- Bi-directional pricing integration allows use of 3rd party "Win the 'Buy' box" pricing tools
- Includes Amazon Settlement Report data for reconciliation in NetSuite