



NetSuite SuiteCommerce Advanced and Digital Marketing Success Story

“While we were already utilizing the NetSuite platform for its accounting capabilities, we needed an Ecommerce solution FAST and loved the idea of running everything on one platform. We selected Explore Consulting for their NetSuite SuiteCommerce Advanced and Digital Marketing expertise, and they have exceeded our expectations! We love our new website, and our results have been phenomenal since launching! Within the first month of sales, the return on investment from the engagement was approximately 2600% based on cost to revenue.”

- Rita Nassif, Business Analyst, Yuneec USA Inc.

Background: Yuneec is an industry leader in electric aviation. Yuneec International manufactures over 1 million units a year that are sold under OEM/ODM brands as well as the Typhoon and Breeze line of drones of drones. The company’s achievements include the introduction of the hobby industry’s first “Ready to Fly” radio control electric powered airplane and the design and manufacture of the market leading radio-controlled helicopters and microcopters.

Issue: Yuneec USA, Inc. had a marketing website, but they were missing revenue opportunities without the ability to sell their products online. On top of this, the prime holiday sales season was quickly approaching and Yuneec needed a solution that could be rapidly implemented while leveraging the existing product information within their ERP system - NetSuite.

Solution: Explore Consulting took on the challenge of building and deploying a functional webstore fully integrated to the NetSuite back-end, and getting it done within 20 days from start to finish in order to meet the holiday shopping deadline. As a leading NetSuite and SuiteCommerce expert, Explore was



able to navigate all of the configuration and development necessary to achieve this seemingly impossible challenge.

The single platform combination of NetSuite and the SuiteCommerce Advanced (SCA) module meant that no integration build out was required. The Site Management Tools within SCA were utilized to provide the Yuneec team with content management functionality they were accustomed to, but with the addition of ecommerce and promotional capabilities.

Following launch of the first version, the Explore team jumped in to quickly address a second phase of desired features, and began driving traffic to the new site utilizing efforts from Explore’s Digital Marketing experts.

Results: Within the first month of launch, the return on investment from the engagement was



approximately 2600% based on cost to revenue. Their Ecommerce site launched with sophisticated functionality, and with the help of our digital marketing team the Yuneec USA Inc organization has been able to reap the rewards of becoming a wholesaler for brick-and-mortar companies, such as BestBuy and Costco along with 3000 other locations

in North America. Launching the SuiteCommerce Advanced site has proved to be a great investment and platform to build from into the future. With NetSuite's world class ERP fully integrated to their Ecommerce site, they can streamline Ecommerce operations and are set for scalability into the future.

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 15 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, has been a 12-time NetSuite Star Performer, won 28 NetSuite awards, has twice been named NetSuite Partner of the Year, Americas, and in 2016 was named NetSuite SuiteCommerce Partner of the Year.

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

