A PATHWAY TO SUCCESS

Leading Practices for Apparel, Footwear and Accessories

With thousands of successful implementations, NetSuite has a deep understanding of apparel, footwear and accessories (AFA) businesses across all sectors and the many challenges they face. As the pace of change in business accelerates—especially for those still relying on aged, on-premise ERP systems, companies are struggling to keep up. As they strive to improve business performance and increase customer satisfaction in an increasingly competitive environment, they are struggling with:

- Metrics based on unreliable data.
- Ineffective inventory utilization.
- Difficulty expanding into multiple channels.
- Inefficient order processes and inaccuracies.
- Order orchestration and inventory visibility issues.
- Manual processes that cannot scale.

NetSuite: Built with leading practices for AFA

- Continuous customer lifecycle engagement to ensure seamless continuity from sales to services to support.
- Full visibility across the organization to operate at the speed of modern business, drive results and scale.
- More than 3,000 hours worth of industry-leading best practices already built in to the system.
- Nearly two decades of expertise across thousands of deployments to drive value on Day 1.
- 100+ pre-built reports and pre-configured roles with dashboards and business intelligence metrics.

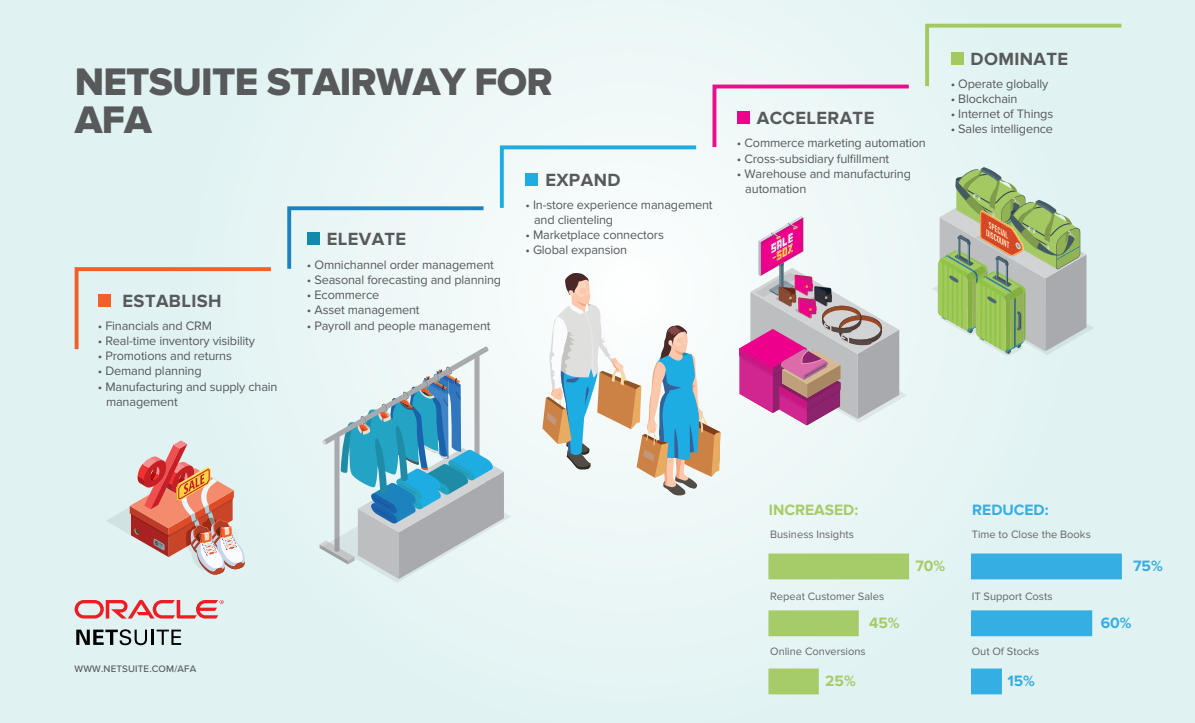
"There is no other company that can provide a complete solution that delivers Business-to-Business (B2B) and Business-to-Consumer (B2C) commerce, marketing, sales, management, sourcing, warehousing and support capabilities built into one customizable platform." **Frost & Sullivan**

As they seek to address these challenges, apparel, footwear and accessories companies are concerned about the time and capital required to fix their back-end systems. However, they realize that the ability to rapidly adapt and scale is critical to their success. What they need is a proven solution that can rapidly accelerate their business with a modern architecture—to go from zero to cloud quickly. What they need is NetSuite.

NetSuite delivers a unique set of processes, activities and systems specifically designed to deliver rapid value. It provides our customers with a strong foundation to transform their business with a pre-configured solution and methodology that includes proven:

- Detailed workflows
- Pre-configured functional roles
- Dashboards
- KPIs

These leading practices leverage NetSuite's unmatched experience and knowledge in the apparel, footwear and accessories industry. The focus is on enabling our customers to rapidly meet their business objectives and seamlessly grow and scale with the NetSuite stairway.



A Proven Path to Success for AFA

NetSuite delivers a unified and phased pathway for our customers to succeed and scale their business. Here is how it works:

- NetSuite's unified cloud data model, allows for a single view of financials, customers, orders, items and inventory. With its experience in the sector, NetSuite knows just how difficult it is to sell anything without it. Getting a business on a real-time platform so all channels are operating from a unified base is the critical foundation AFA companies need to succeed.
- Revenue streams are optimized with the addition of point of sale, ecommerce or other omnichannel capabilities to enhance and provide a greater customer experience. This phase is critical as increasingly buyers move online, according to the latest research 30 percent of buyers complete at least 1⁄2 of their purchases online.
- With a solid platform in place, brands are freed from the overhead of an IT infrastructure and can begin to dream up innovative ways to engage the customer across all touchpoints using marketing automation, targeted email sends and loyalty programs.
- With a unified data model at the core of the business, feeding a single-view of accurate data across the entire enterprise, brands are equipped to handle industry disruptors and have the agility to prepare for whatever may be "next".

NetSuite: At a glance

- World's #1 Cloud Business Software Suite
- Run by 40,000+ organizations
- Fastest growing financial management software provider according to Gartner
- Founded in 1998

Rapid implementation

NetSuite uses the experience gained from thousands of deployments to speed ROI. Expert implementation equips customers to make the most of NetSuite and expand towards next-generation solutions.

- Deep AFA industry expertise
- Proven leading practices
- Pre-built configurations
- Turnkey setup and training

Proven ROI

- 3–5% increase in customer loyalty
- 5–25% reduction in out of stocks
- 30–50% decreased time to resolve customer issues

NetSuite delivers a number of roles that are pre-configured to ensure rapid adoption and quick speed of implementation:

- Chief Executive Officer
- Chief Financial Officer
- Controller
- Customer Support Representative
- Inventory Manager
- Marketing Manager
- Merchandise Manager
- Senior VP of Stores
- Store Associate
- Store Manager
- VP of Commerce
- Warehouse Manager

Delivering Transformative Results

Solution providers will often talk about 'roles'—however, NetSuite delivers all the tools needed from day one so that anyone can get up and running quickly with the right workbench to be successful. Whatever the job function, it will come pre-configured with all the KPIs, reminders, reports and value driven dashboards for daily and strategic needs—proven from years of real-world use by thousands of people in similar roles at AFA companies.

In a study by SL Associates, AFA companies reported stunning improvements in key performance metrics after switching to NetSuite's cloud-based software solution.

Reduce Time to Close Books	+ 75% to 90%
Improved Production Efficiency and Lead Times	+ 50% to 80%
Reduced Obsolete Inventory Costs	+ 60% to 80%
Improved Staff Utilization Due to Automation	+ 10% to 25%
Improved Order Processing Efficiency	+ 45% to 75%

"What was so appealing about the stairway for us was that it could grow with our business."

Melissa Baird, VP of Systems and Procedures, Draper James

NetSuite has packaged nearly two decades of experience from thousands of deployments into a set of leading practices that paves a clear pathway to success and is proven to deliver rapid business value.

Are you ready to put NetSuite leading practices to work and transform your business?

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