



*Introducing*

## **NETSUITE FASHION EDITION**

---

A Unified Cloud Business  
Suite for Apparel, Footwear  
and Accessories Companies

**ORACLE®**  
**NETSUITE**

# INDUSTRY LEADING SOFTWARE ALONE IS NOT ENOUGH

An award-winning software solution by itself will not run your business. It takes smart and dedicated people leveraging their business acumen and best practices to build a brand and grow the business profitably over time. Brands must be agile in a highly competitive landscape and bring near-constant innovation into their businesses to keep pace with customer expectations.

The same is true for your business solution partners. It takes a team of dedicated professionals tightly focused on your business sector to deliver a truly competitive platform. That's why NetSuite created the Apparel, Footwear and Accessories (AFA) team. We have combined sales, marketing, solutions consultants, software development and professional services into one team. This NetSuite AFA team is dedicated to innovating, building, selling and delivering the best solution experience on the market.



NetSuite Whole Offering

## NETSUITE AFA EDITION PROVIDES:

**An end-to-end cloud business suite** for financials & accounting, inventory & order management, CRM & marketing, point-of-sale and ecommerce.

**One singular instance of data** across your entire manufacturing, wholesale and retail enterprise.

**A unified omnichannel commerce platform** built around the customer experience.

**A 360-degree view** of your business and analytics, updated in real-time.

**Out-of-the box roles, KPIs, reports and dashboards** to get you up and running quickly.

**Industry expertise and leading practices** approach to technology implementation.



“The NetSuite solution gives us the power to successfully run the business so we can focus on growing this company we love. That ultimately motivates all of us.”

BEN IRVING, CHIEF OPERATING  
OFFICER, MONS ROYALE



## BUILT AND DELIVERED WITH INDUSTRY EXPERIENCE

---

With hundreds of customers throughout the fashion industry, NetSuite has deep experience working with companies like yours. NetSuite has taken this industry expertise and packaged it into the AFA solution to solve the unique business challenges of the apparel industry across manufacturing, retail and wholesale. Combine this industry expertise with the leading practices developed by our AFA-dedicated professional services team, NetSuite helps our customers start adopting the platform faster and transform their businesses in consumable stages to develop competitive advantage in the marketplace. This approach is called SuiteSuccess and it is only available from NetSuite.

### KEY BENEFITS

**Deliver** the ideal customer experience by phasing out costly, outdated and unruly systems by taking a step-wise approach to the project.

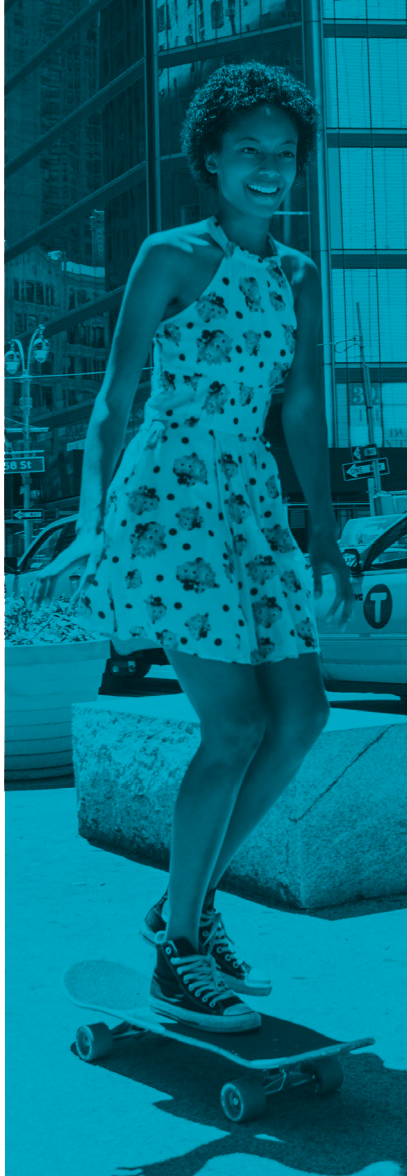
**Maximize** time-to-value with NetSuite's Whole Offer; combining NetSuite with strategic services, partnerships and value-added products for a complete end-to-end solution.

**Optimize** business processes with tailored features, designed to meet the dynamic needs of fashion apparel, footwear and accessories brands.



# SUITESUCCESS

---



SuiteSuccess is a stairway approach to technology and business transformation. The ERP of yesteryear was a painful, multi-year big-bang implementation odyssey that commonly resulted in over-promising and under-delivering. NetSuite recommends taking small steps to transform your business rather than one giant leap.

The SuiteSuccess stairway is presented in five consumable steps. It is designed to first remediate or fix the major technology platform issues then to build on that platform in subsequent steps in a continuous process. Since the demands of the customers are constantly evolving, it's important to have a technology that can keep pace and a plan on how to get there.

Every business is unique and one size does not fit all in apparel or technology. Our team works to identify your business needs and priorities because everyone has a different starting point, business model and direction moving forward. Each individual stairway is the result of collaboration with the NetSuite AFA team and serves as a mutual guide as you consume each step in the stairway.

“NetSuite allows us to  
dream a little bigger.”

JENNIFER HORSTMANN, CFO,  
HINCAPIE SPORTSWEAR

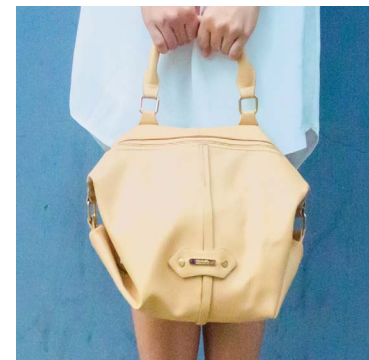


# NETSUITE STAIRWAY

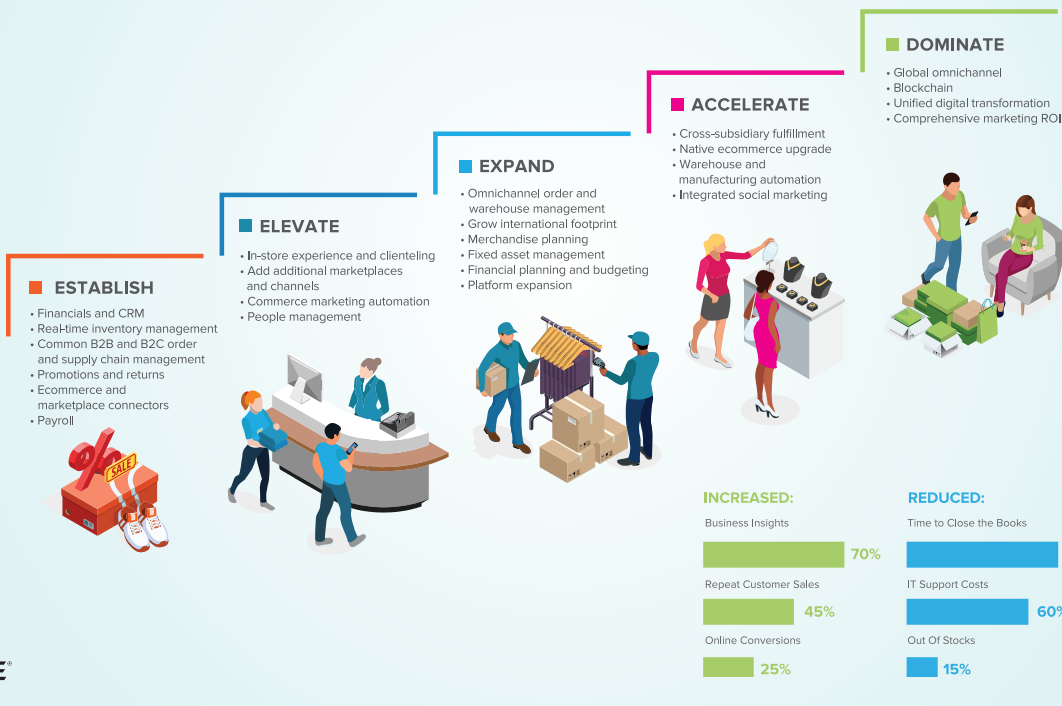
APPAREL, FOOTWEAR & ACCESSORIES

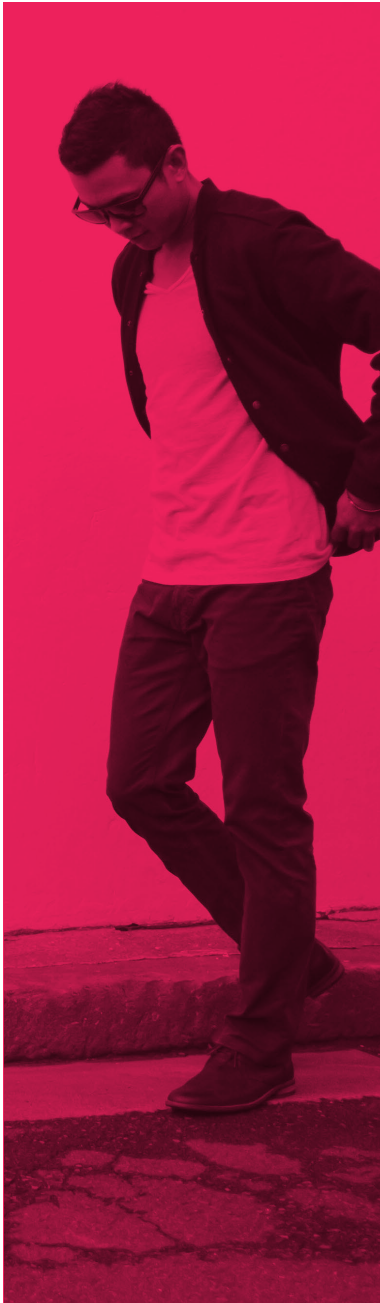


“The thing about NetSuite that I love is the fact that it’s quite a network. I’ve made hundreds of contacts with people who run NetSuite, and I’ve been able to call different people if I have questions. If they don’t know it, they’re able to point me to somebody else. It’s like a community.”



ANSEN HATCH, CORPORATE CONTROLLER, HUSH OUTDOORS





## Together we can chart a course forward. Here's how we do it:

**Step 1 Establish:** The main goal is to create and implement the foundational, cloud-based platform upon which to build future transformation. NetSuite's unified data model combines customers, inventory, orders and financials on the same platform. Gone are the fractional point solutions and the endless hours spent trying to reconcile the inevitable differences in all those pieces of software. Instead you have one version of the truth, available to all business users regardless of where they operate in the enterprise. From CEO to receiving clerk, everyone views the same source of data at the same time.

**Step 2 Elevate:** With the NetSuite platform in place, you can continue the transformation with the expansion of channels, such as the addition of a unified physical store or online store. A unified model of customers, inventory, orders and financials to every corner of the business.

**Step 3 Expand:** Platform in place, freed from the overhead of an IT infrastructure, brands can now focus on developing innovative ways to engage customers and do business instead of just trying to keep the old technology stack afloat. True omnichannel operations and all their complexities are now available and deployable.

**Step 4 Accelerate:** To support the true omnichannel business in place, revenue streams are optimized across the organization with intelligent cross-channel marketing and promotions. Formerly impossible with the point solution approach. Now brands begin to drive profitable cross-channel sales with targeted promotions and ROI analysis.

**Step 5 Dominate:** This is when technology is no longer the inhibitor. A place where we would all like to be, leading from the front, driving and delivering on new business capacity without having to constantly worry about the attendant technology. Allow NetSuite to deliver on the technology and innovation roadmaps, so you can run your business. With two product releases a year, the AFA team is staying abreast of business technology to deliver the best outcomes for customers.

## PRODUCT DESIGNED WITH YOUR BUSINESS IN MIND

---

NetSuite's Fashion Edition is designed to give your team the tools it needs to monitor the business enabling faster and better decision-making while improving the customer experience and your bottom line.

The AFA solution was designed and built with the help of many of NetSuite's key customers. This involves an iterative design process that directly includes the customers in the design of the solution and allows them to preview the user experience to see exactly how each screen and process will look and function. During this process, NetSuite identified many key roles within an apparel company, but the system can be easily adapted to the specific needs of each customer. The result is a complete, end-to-end retail management system tailored to the needs of today's apparel, footwear and accessories brands and retailers.

## PRE-CONFIGURED DASHBOARDS, KPIs AND REPORTS

---

Every user of the AFA solution is presented with a home dashboard that has been designed to present only the information that is required for that role to perform their daily tasks most efficiently. The dashboard serves as your central hub of information complete with pre-configured alerts, KPIs, reminders and report snapshots—all of which are updated in real-time.

Pre-configured dashboards, KPIs and reports put relevant data at their fingertips and eliminates the time spent gathering data across multiple places and is available out-of-the-box.

### SAMPLE OF INCLUDED REPORTS

- Inventory Turnover and GMROI
- Product Category Report
- Sales Per Hour Report
- Same Store Sales Report
- Sell-Through Ratio Report
- Shrinkage Report
- Stock to Sales Ratio Report
- Units Per Transaction Report
- Weeks of Supply Report
- Weekly Style Trend Report

*Fashionable*





# UNIFIED OMNICHANNEL COMMERCE

## KEY BENEFITS

**Expand** into new markets with multi-site and multi-country support from a single account.

**Host** B2B and B2C web stores on the same platform.

**"Save the sale"** with cross-channel inventory visibility and order fulfillment.

**Service** in-store customers and improve the checkout process via a tablet.

**Drive** business with a B2B web portal for quick orders, wholesale pricing and credit applications.

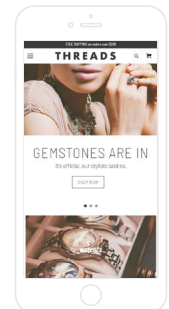
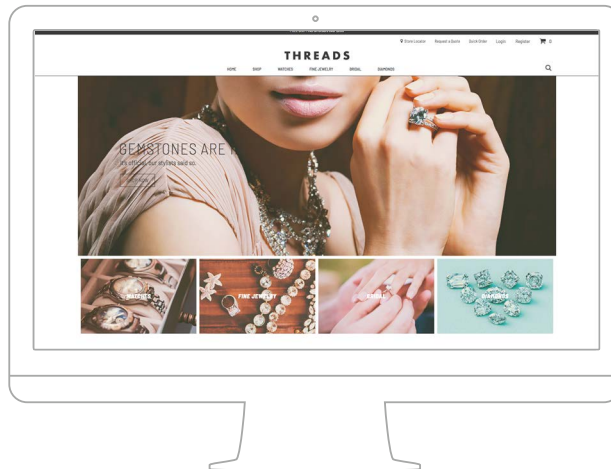
**Connect** steps in your supply chain by integrating with "Built for NetSuite" PLM and B2B Order Platforms.

In the modern economy, AFA companies need to be able to sell their products consistently through multiple channels, but how exactly do you accomplish this? You find a platform like NetSuite that can be the foundation for your financials, inventory and customers. Our Enterprise Resource Planning (ERP) solution is uniquely positioned to handle sales through all channels. Therefore, every sales order comes into NetSuite regardless of whether it was manually entered, imported, through ecommerce (either ours or your own) or from partners/distributors through one of our portal offerings.

Meet the retailing needs of omnichannel shoppers with a modern commerce solution that enables you to streamline and accelerate the transaction process, while also delivering personalized customer service. With a 360-degree view of the customer and enterprise-wide, real-time inventory visibility, NetSuite provides the omnichannel capabilities required to easily deliver a unified shopping experience and build strong customer loyalty. Working together, NetSuite's modern POS and ecommerce platform enables you to bridge the gap across channels to fully service and satisfy your customers.



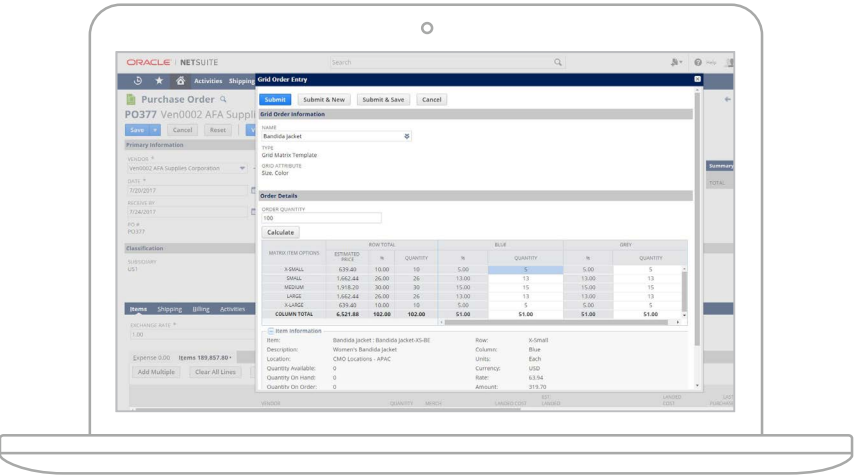
Provide the  
Same Shopping  
Experience  
Across Any  
Device



# REAL-TIME GLOBAL INVENTORY AND ORDER MANAGEMENT

Everything in NetSuite is updated and available globally in real-time. Whether you have one store or ten warehouses and 500 stores positioned internationally, everyone in your company will be on the same page in terms of inventory position, availability and commitments. NetSuite's Advanced Order Management solution lets you configure rules to define which locations should be used for order supply based on location, lead-time, service level, availability or any combination of these parameters and more.

Achieve the perfect product assortment, tear down inventory silos, avoid stock-outs, and deliver on promises with a unified instance of merchandise data across all channels. Finally put an end to drastic markdowns on excessive stock and unrestrict cash flow that is tied up in tired inventory. NetSuite's inventory and order management capabilities allow you to understand your bottom-line costs while maintaining the right mix of merchandise across the business.



## KEY BENEFITS

**Allocate** orders and reserve inventory between retail accounts and direct consumers.

**Offer** true omnichannel: Buy, return, fulfill from anywhere.

**Reduce** out-of-stocks with accurate inventory visibility across all channels.

**Fulfill** orders faster; optimize shipments with rules to automatically fulfill orders based on preferences such as nearest warehouse, shipping price or stores with excess inventory.

**Quickly** move merchandise and eliminate timely manual entry of transfer and replenishment orders with quicker, bulk transfers of inventory across multiple warehouse and retail locations.

Entry Multiple  
Matrix Items with  
Grid Order Entry





scg

“We have real-time visibility into the business and customer, and we have the ability to focus on what we do best—making great clothes.”

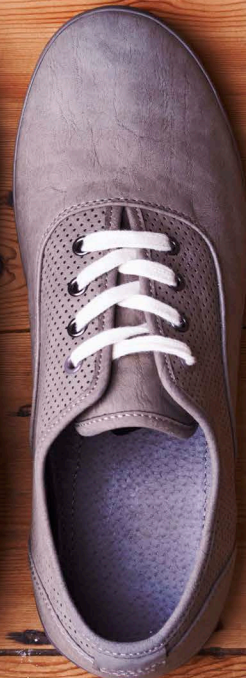
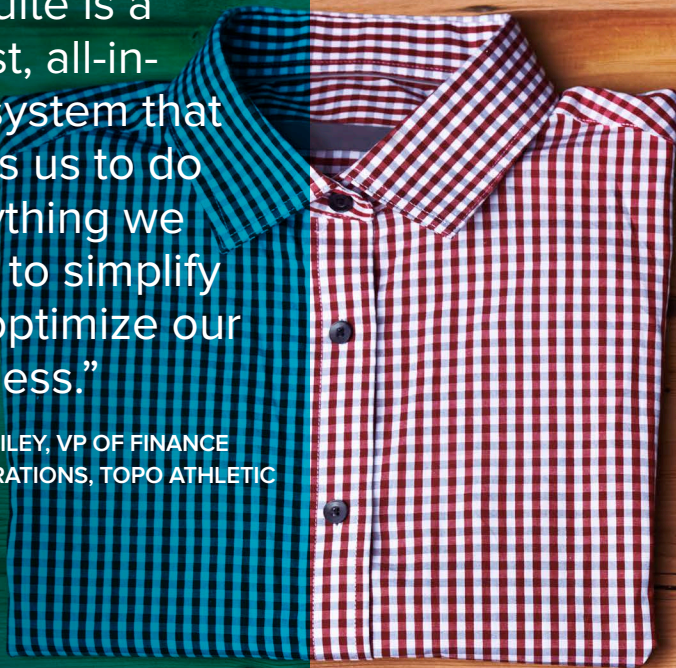
KELLY MILAZZO, VP OF  
OF OPERATIONS, TOAD&CO



“NetSuite is a robust, all-in-one system that allows us to do everything we need to simplify and optimize our business.”

NATALIE RILEY, VP OF FINANCE  
AND OPERATIONS, TOPO ATHLETIC

*Contemporary*



ORACLE  
NETSUITE



## KEY BENEFITS

**Eliminate** data prone errors with out-of-the-box reports and a robust reporting engine.

**Automate** collections, billing, invoicing, and approval workflows.

**Drill down deeper** from historical data to the transaction level to gain more insight.

**Drive** financial excellence with real-time reporting.

**Eliminate** billing errors, strengthen revenue recognition processes and drive fulfillment accuracy and efficiency processes.

**Close out** your books faster.

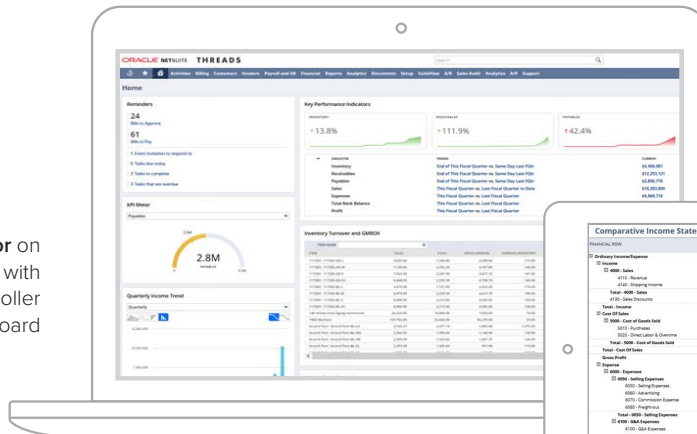
**Improve visibility** into costs, revenues and margins.

## FINANCIALS AND ACCOUNTING

Today, many businesses in the industry rely on multiple point solutions that can't meet all their financial reporting needs. Because of this, companies leverage tools such as Excel to piece together and view financial and accounting data. This static data makes it nearly impossible to obtain accurate insights into the business and often results in data prone errors. The outcome requires significant amounts of time wasted on building reports, and most importantly it hinders the ability to make an intelligent decision. Additionally, the lack of accurate data across the organization can affect all departments, resulting in problems such as restricted cash flow as well as lengthy and inefficient period-end close process.

NetSuite's cloud-based single platform architecture ensures complete real-time visibility into the financial performance of the business from a consolidated level down to the individual transactions. It seamlessly integrates with all NetSuite order management, inventory, CRM and ecommerce functions to streamline critical processes and deliver the best outcomes for your business.

Monitor on  
Finances with  
the Controller  
Dashboard



Harness the Power  
of Pre-built and  
Customizable Reports  
Like This Income (P&L)  
Statement That Show  
Data in Real-time

Comparative Income Statement		Actual (Jan 2019 - Dec 2019)		Budgeted (Jan 2019 - Dec 2019)		Variance (\$)		Variance (%)	
Revenue		Actual		Budget		Variance		Variance	
Sales		\$1,100,000.00		\$1,000,000.00		\$100,000.00		10.00%	
Cost of Sales		\$600,000.00		\$650,000.00		-\$50,000.00		-7.69%	
Gross Profit		\$500,000.00		\$350,000.00		\$150,000.00		42.86%	
Operating Expenses		\$400,000.00		\$420,000.00		\$20,000.00	-4.76%		
Operating Income		\$100,000.00		-\$70,000.00		\$170,000.00	242.86%		
Net Income		\$100,000.00		-\$70,000.00		\$170,000.00	242.86%		



# CRM AND MARKETING

---

To be successful, wholesalers and retailers alike must deliver timely and relevant communications. Sales representatives need a single unified repository to prospect for new business and service existing buyer relationships. The marketing team needs access to data such as customer preferences, purchase history and geo-location to segment and deploy intelligent campaigns.

NetSuite CRM delivers powerful CRM capabilities for both wholesale brands and retailers, including Sales Force Automation (SFA), marketing automation, customer support and service, ecommerce, and flexible customization.

Unlike typical CRM solutions, NetSuite CRM is powered by a customer's sales performance, order history and financial information, allowing for a holistic view of the customer. This provides a seamless flow of information on a customer across an organization informing all teams on a customer's lifecycle.

## YOU'RE IN GREAT COMPANY

---

NetSuite's depth of experience in the apparel, footwear and accessories industry, coupled with its SuiteSuccess industry solution, transforms the way NetSuite builds, sells, delivers and supports industry solutions. NetSuite has products and professional services and built strategic partnerships to deliver a whole offer solution to meet the dynamic needs of today's modern apparel, footwear and accessories company.

Over 18,000 customers around the world are transforming their businesses with NetSuite. Your company can too. With amazing customers throughout the apparel, footwear and accessories industry, NetSuite has deep experience working with businesses just like yours.

## KEY BENEFITS

---

**Elevate** productivity across the organization with a 360-degree view of your customers.

**Improve** sales performance through forecasting, upsell and commission management.

**Build** intelligent campaigns around tradeshow, seasons, products or promotions.

**Automate** communication with triggered emails to notify customers when an item they purchased online is available for store pick-up.

**Engage** customers, both B2B and B2C, from anywhere, on any device with one unified cloud platform.

**Simplify** compensation for sales with built-in commission tracking.

**Track** customer issues and process product warranty service and returns.



“NetSuite’s unified platform serves as our single record of the truth and has helped us to deliver a highly-personalized customer experience.”

COLIN HUNTER, CEO AND  
CO-FOUNDER OF ALTON LANE



[www.seibertconsulting.com](http://www.seibertconsulting.com)



**ORACLE®**  
**NETSUITE**