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BUSINESS GUIDE

SuiteSuccess for BigCommerce

A Complete Business Solution for Growing
B2C and B2B Ecommerce Companies

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SuiteSuccess for BigCommerce

A Complete Business Solution for Growing B2C and B2B Ecommerce Companies

With US ecommerce sales expected to reach \$1 trillion this year, merchants need an edge. NetSuite and BigCommerce help fast-growing online sellers handle higher order volumes, manage diverse inventories, and speed up order fulfillment.

Ecommerce was already on a growth trajectory pre-pandemic, with both B2C and B2B buyers increasingly turning to their computers, tablets and mobile phones to shop and order. After accelerating quickly in 2020 due to shutdowns, the trend continues to gain momentum. Now, online sales in the United States are expected to cross the \$1 trillion mark for the first time ever in 2022—a full three years earlier than anticipated.

Both B2C and B2B sales are contributing to the growth of the online channel and are on track to grow by about 15% and 12%, respectively, this year compared with 2021. Worldwide, eMarketer says ecommerce sales will be \$5 trillion in 2022 and jump to \$6 trillion by 2024.

The booming ecommerce market presents opportunities and challenges for online merchants. While the statistics show growth that's ripe for the picking, behind the scenes, managing a fast-expanding ecommerce enterprise isn't easy. Without the right technology, companies can't effectively manage inventory, receive and fulfill orders, offer an omnichannel experience, or meet other customer demands.

Companies that started out on basic systems like QuickBooks and tacked on spreadsheets and disparate applications along the way will struggle to keep up with the changing dynamics of the ecommerce marketplace, much less seize emerging opportunities.

This guide explores some key pain points that B2C and B2B merchants encounter when they use disparate technology solutions and explains how one NetSuite Solution Provider Partner connects NetSuite with BigCommerce to create a complete business solution on which online merchants can grow their businesses.

From Spreadsheets to Unified Technology Systems

Ecommerce accounted for nearly 20% of worldwide retail sales in 2021 and will comprise 25% by 2025. Seeing this opportunity, many B2C and B2B companies are looking for new ways to expand their sales, better manage their inventory, meet their customers' needs, and operate more efficiently. To set up automated storefronts, online merchants often implement an open SaaS ecommerce platform like BigCommerce.

BigCommerce provides B2C and B2B brands with hosting, online store creation, search engine optimization, marketing and security. That's a great start for online selling, but most retailers quickly realize that an automated storefront is simply not enough in a fast-paced online selling environment. To round out their technology infrastructures, sellers add applications like QuickBooks, Xero Accounting or FreshBooks for financial management, plus Gorgias, Salesforce or HubSpot for customer relationship management (CRM).

"BigCommerce merchants often wind up with a series of point solution applications versus one integrated system of record that the NetSuite model offers," said Paul Seibert, NetSuite and BigCommerce practice director at Seibert Consulting Group (SCG), an official Oracle NetSuite Solution Provider Partner with locations in Carlsbad, Calif. and Boston.

Many ecommerce companies are also outgrowing rudimentary ERPs like Brightpearl by Sage and Acumatica.

"They need high-powered integrations on the back-end to manage inventory, their warehouses and their fulfillment operations," Seibert said.

With multiple point software solutions in place, companies are forced to do a lot of manual data transfer via spreadsheets and email. This not only takes time and requires human intervention, it also leads to a high number of data errors and potential delays as those mistakes are fixed. These issues can hold a company back in the ecommerce space, where speed to market is a core advantage and the nearest competitor is always just one screen tap or mouse click away.

"BigCommerce users spend a lot of time entering order data into their accounting systems to complete sales, fulfillment and payment processes," said Seibert. "These added steps can lead to significant losses in a fast-paced business environment where customer demands are constantly changing and profit margins are thin."

Future-Proofing for Explosive Growth

BigCommerce adopters generally have annual revenues above \$1 million and often focus on high-end and luxury merchandise, big-ticket items like furniture and appliances and products for retail customers. And now, a growing segment of the BigCommerce merchant universe centers on B2B sales and wholesale distribution, both of which have historically been strong sectors for NetSuite.

By replacing their disparate technology solutions and spreadsheets with NetSuite, and then using BigCommerce to manage the high volume of ecommerce transactions, organizations can effectively integrate their front- and back-end systems on a unified platform.

With their data flows automated, merchants can send ecommerce orders right to NetSuite to accelerate the sales and fulfillment process.

Connecting NetSuite and BigCommerce also helps companies better manage their stock and inventory, sync orders with their inventory data, and maintain accurate customer records.

NetSuite automates all of the financial, accounting, order, inventory and fulfillment management processes, while BigCommerce handles front-end sales transactions.

"By integrating BigCommerce with NetSuite, online merchants can eliminate the disparate point solutions hampering their operations and automate their operations while simultaneously future-proofing their businesses," said Seibert.

SuiteSuccess for BigCommerce

The SCG team helps online merchants fully harness the power of both NetSuite and BigCommerce. With its robust customer management capabilities, for example, NetSuite eliminates the need for an outside CRM application like Salesforce, a common choice for online merchants.

“Using NetSuite, BigCommerce users can replace QuickBooks, Xero and other point solutions,” said Seibert, who has seen many online merchants adopt NetSuite for its strong CRM capabilities. To help those companies further take advantage of the cloud-based ERP, the SCG team developed a sitemap that integrates NetSuite with BigCommerce.

Using the SuiteSuccess implementation methodology, which is based on leading practices for specific industries and helps accelerate ROI while reducing implementation risks, SCG can get retailers running with NetSuite and BigCommerce within 100 days—with more predictable results.

Working with its fellow NetSuite Technology Provider Partners, SCG’s NetSuite Engineering Services Practice has also built cross-platform sitemaps to solutions like Annex Cloud’s Loyalty Experience Solution. The solution allows organizations to start by collecting first-party data about their customers, then add on more sophisticated omnichannel reward and program types as they grow.

SCG’s NetSuite Engineering Services Practice has also been in discussions with BigCommerce as the first and only NetSuite Solution Provider Partner that is also a BigCommerce Agency. “As one of the first BigCommerce Partners in North America, and with a veteran NetSuite ecommerce staff and custom applications for both platforms,” said Seibert, “the SCG team is uniquely situated to create SuiteSuccess for BigCommerce.”



A Simplified Tech Approach for Ecommerce Merchants

With their front- and back-end operations integrated, ecommerce companies quickly begin to see benefits like improved inventory management, general ledger and accounting processes, and the ability to integrate with warehouse management systems (WMS), electronic data interchange platforms (EDI) and NetSuite's Advanced Inventory Management and Advanced Revenue Management modules.

The combined solution allows companies to operate fully in the cloud, thus avoiding the high costs associated with on-premises software, server acquisition and internal IT support.

SuiteSuccess for BigCommerce also lets companies access native NetSuite accounting and inventory-control capabilities. That's a big benefit over their previous point solutions.

Once in place, NetSuite can meet BigCommerce merchants' warehouse management and electronic data interchange (EDI) integration requirements. It also provides robust tools for advanced revenue and inventory management.

For example, one natural food brand that the SCG team worked with recently was already using BigCommerce for its automated storefront, but its sales team was still taking phone orders from the company's wholesale distribution customers. Team members would then have to key each of those orders into BigCommerce for processing.

With NetSuite, the manufacturer now has complete reporting, proper demand planning and all of the benefits of the ERP's Advanced Manufacturing Module. The company is also using NetSuite CRM, which

allows it to take all leads gathered at trade shows and create automated nurturing campaigns for those prospective customers.

More Sales, Faster Fulfillment

By replacing their point software with NetSuite and BigCommerce, growing ecommerce companies can manage higher sales volumes, accelerate order fulfillment processes, and maintain accurate inventory levels. They can also eradicate the manual processes and spreadsheets that once bogged down their team members. Now, employees can focus on more valued-added projects.

"SuiteSuccess for BigCommerce affords merchants running BigCommerce—or even more antiquated solutions like Magento or Miva Merchant—to migrate to a new integrated business system in a single step," said Seibert. "They can go live within 90 days with a best-in-class ERP, ecommerce and CRM solution."

Wholesale distribution and food and beverage manufacturing are two of the many sectors that experience significant benefits from the pairing of NetSuite and BigCommerce. Wholesale distributors gain better visibility into their supply chains, while food and beverage companies get the lot-traceability capabilities that they need for regulatory compliance. The latter is especially important for any company that has to closely track the ingredients it uses and would otherwise have to do complex searches through spreadsheets, emails and other documents to obtain that information.

Once they've migrated away from solutions like Magento and Salesforce, companies can also forget about the hefty licensing and integration fees associated with these platforms.

"We've worked with ecommerce companies whose total savings were equal to their original software implementation costs," Seibert said.

With roughly 60% of all new BigCommerce B2B implementations now featuring a NetSuite component, it's time for ecommerce companies to rethink their technology approaches and explore all that the cloud ERP has to offer. Paired with BigCommerce and supported by the knowledgeable, expert SCG team, the solution helps companies handle more sales, fulfill more orders, meet their customers' changing needs, and operate more profitably.

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