

WHITE PAPER

NetSuite for Small and Startup Distributors





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While software startups have overwhelmed Silicon Valley, what many don't realize is that a different industry is on the rise—wholesale distribution. As technology continues to advance, small and startup distributors are finding themselves more equipped and better positioned than ever to prosper.

Yet, these distributors face unique barriers to expansion when compared to their software startup counterparts. Small and startup distributors need to act big to play in the big leagues. With the help of new distribution channels—such as online sales channels—the little guys can keep pace with the big players in the industry. That said, as distributors enter the competitive space, more and more see not only the importance of acting big in their sales channels and reach, but also acting big in their technology practices. To achieve their goals

and truly compete, distributors need to equip themselves for long-term success with back-end technology to accommodate every step of the journey.

One of NetSuite's central goals is to create a system that fits the needs of companies of all sizes.

With over 20 years of best practices and more than 21,000 customers around the world, NetSuite has built a solution that can accommodate a business's operations from Day 1. As small and startup distributors continue to advance, there are a number of reasons they turn to NetSuite over entry-level solutions like QuickBooks.

Proven: Given NetSuite's long-standing history with businesses and users spanning the drawing board to the boardroom, its solution has been built with the leading best practices for distribution in mind to ensure success.

Agile: With change happening every day, startups need technology that keeps pace. With over 20 years of best practices pre-built into the solution, NetSuite is configured out-of-the-box with KPIs, reports and access every role needs to get up and running quickly, but is simultaneously customizable to accommodate changing business needs.

Tailored: NetSuite is built for the distribution industry and comes with industry-specific functionality, built-in business process flows, and value-driven dashboards and metrics to accommodate distribution business processes every step of your journey.

Cost-effective: Unlike some more established distributors, small and startup distributors have the unique ability to start and develop in the cloud, allowing for cost-savings from Day 1. Cloud delivery eliminates on-premise IT costs and provides automatic updates so software is always current—unlike NetSuite's on-premises counterparts which require on-site data centers and costly system upgrades to stay current with the software.

Flexible: Regardless of any change in distribution operations—whether the sales channel or the company of operation—NetSuite has the flexibility to support it. As a true cloud solution, NetSuite is updated in real-time and is available online anytime, anywhere.

Scalable: NetSuite provides a single, unified business management suite, encompassing ERP/financials, CRM, inventory management,



ecommerce and more, that scales with you at every stage while accommodating changing business needs. Starting a business on QuickBooks may make sense, but the reality is that all developing businesses quickly find themselves in need of functionality QuickBooks simply cannot provide. Equipping the organization with a business system that can accommodate every phase of expansion enables long-term success.

Trusted: With over 20 years of experience in cloud ERP implementations and more than 21,000 customers, NetSuite is proven and trusted as the #1 cloud ERP.

The Bottom Line

Small and startup distributors seeking a solution to stay with them for the long haul should seriously consider NetSuite as a long-term investment that will scale with them, accommodate their changing business needs and provide them with the most current functionality to capitalize on new markets.

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NETSUITE

NetSuite Stairway
For Wholesale Distribution

www.netsuite.com/wholesale

Establish

- Financials
- CRM and order processing
- Inventory management
- Portals and self-service

Elevate

- Commerce
- Procurement management
- Rebate management
- Warehouse management
- People and payroll management

Expand

- Quality management
- Financial and operations planning
- Supply chain execution
- Project and asset management

Accelerate

- Sales optimization
- International expansion
- Revenue management
- Project profitability

Dominate

- Business AI
- Internet of Things
- Mobile and ecommerce
- Transportation management

