

STREAMLINING E-COMMERCE IN AN OMNICHANNEL WORLD

YOUR COMPLETE INTRODUCTION TO:

SUITECOMMERCE
ORACLE NETSUITE'S CUTTING-EDGE
E-COMMERCE SOLUTION



ORIGINAL BROADCAST DATE
MARCH 14TH, 2019

BUSINESS SOLUTION PARTNERS



Moving Your Business Forward

ORACLE®
NETSUITE

5 STAR AWARD
2019 ★★★★★

ORACLE®
+
NETSUITE

kyriba™

Adaptive
Insights

HubSpot


BLACKLINE

Microsoft
Dynamics

 coupa

 B2BGATEWAY™
GLOBAL EDI NETWORK

 avidxchange

DESCARTES™

 360 | solver

 Magento®

 Bronto

Avalara

Odyssey

 dsi.

DocuSign®

 PandaDoc

Streamlining E-Commerce In An Omnichannel World

BUSINESS SOLUTION PARTNERS

Cloud-Based Business & Financial Management Solutions for Modern Enterprise

Business Solution Partners (BSP) is offers design, development, programming, marketing automation and support for Ecommerce businesses. Our ecommerce team:

- driving ecommerce revenue for twenty years.
- SCA certified.
- experienced with all SuiteCommerce versions.
- worked with SuiteCommerce since its first release
- one of the earliest NetSuite Solution Partners with almost two decades of NetSuite experience.



Today's Webinar Team



CRAIG COOK
CHIEF MARKETING OFFICER



MANDY LANE
SUITECOMMERCE DEVELOPMENT LEAD



MICHELLE CRONOLLY
EVENT COORDINATOR / MARKETING SPECIALIST

Suitecommerce: Oracle NetSuite's Cutting Edge e-commerce Solution

➤ ASK US QUESTIONS!

Have questions? Submit your questions in the Q&A tab on your Zoom control panel.

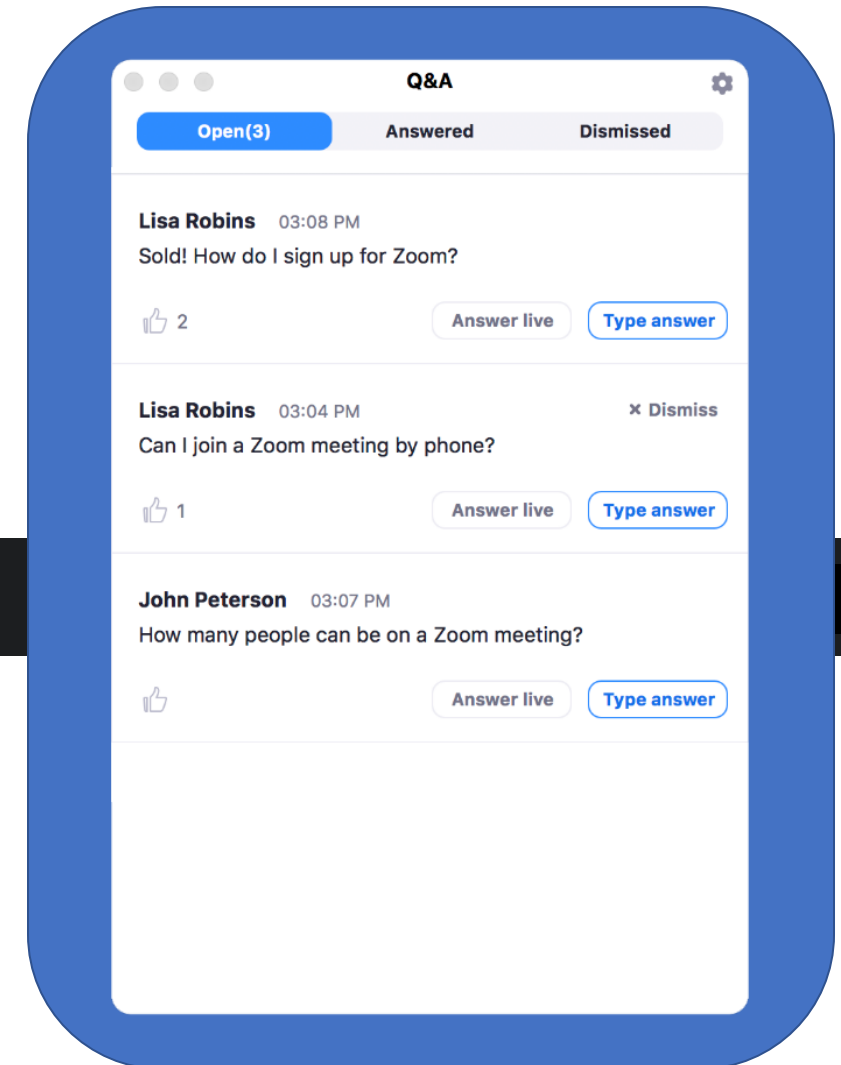
We may answer them live, through the Q&A interface, or at the end of the webinar.



5

➤ PRESENTATION + RECORDING

The recording and slides will be sent following the webinar.



Agenda

- **SuiteCommerce – An Introduction**
 - NetSuite's Cutting-Edge E-Commerce Solution
 - Why SuiteCommerce?
 - Streamlining E-Commerce In an OmniChannel World
 - How SuiteCommerce Achieves A Customer Centric Focus
 - A Responsive Platform For A Mobile World
- **SuiteCommerce – New & Exciting Features**
 - SuiteCommerce vs. SuiteCommerce Advanced (SCA)
 - Themes & Extensions
- **Tips For The Advanced SuiteCommerce Deployment**

Suitecommerce: Oracle NetSuite's Cutting Edge e-commerce Solution



MANDY LANE
SUITECOMMERCE DEVELOPMENT LEAD

Mandy Lane

SuiteCommerce Development Lead

With over 18 years of e-commerce experience, Mandy has owned, operated, developed and marketed many online retail portals. As Business Solution Partners' lead SuiteCommerce developer, Mandy works with some of our biggest and most complex accounts.

Throughout her career, Mandy has focused on driving e-commerce revenue through design, functionality and overall business integration of e-commerce systems with a companies' complete technology stack.

- Oracle NetSuite SuiteCommerce Advanced Certified
- Has Worked With the SuiteCommerce Product Since Launch
- Mandy is Based out of our Chicago Office.

SuiteCommerce

Introduction

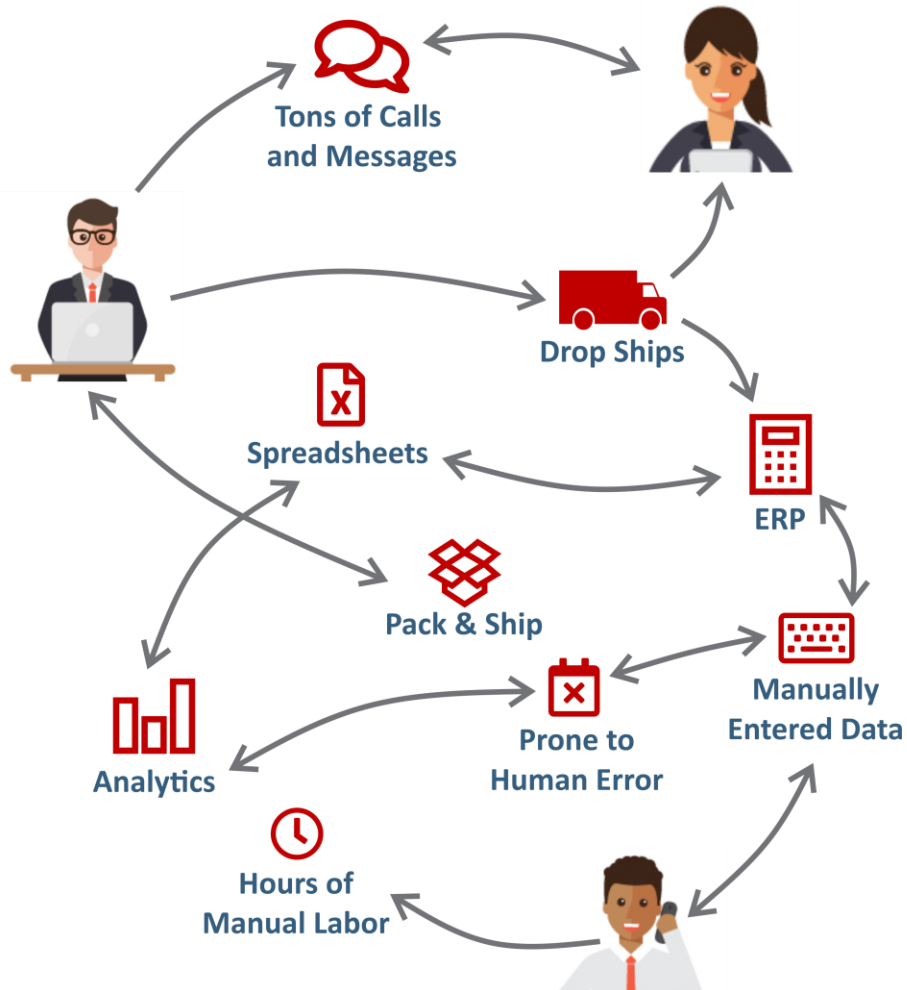
NetSuite's Ecommerce Platform

- SuiteCommerce
- SuiteCommerce Advanced
- SuiteApp Marketplace now has:
 - Themes
 - Extensions
- Bronto Marketing Tools

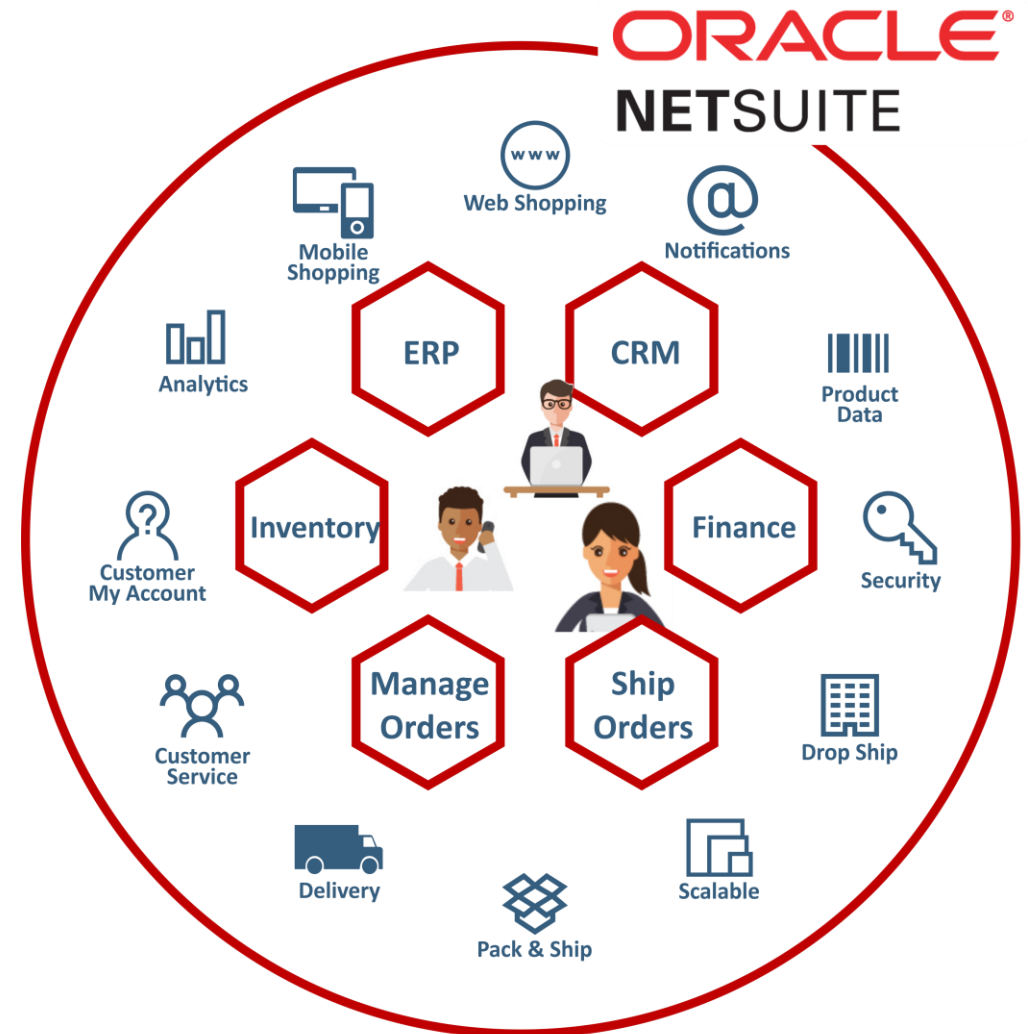
Why SuiteCommerce?

- Full-featured ecommerce solution
- Fully integrated with NetSuite ERP
- Hosted on NetSuite's Cloud
- Security
- PCI compliant
- Performance
- Site management
- **All on one unified platform!**

SuiteCommerce



**Ecommerce with too many apps
and too much manual work.**



Ecommerce Simplified

Customer Centric



Web Self Serve &
NetSuite ERP
Customer Service



World Class Sites
Customizable
Themes & Extensions



Integrated Order
Fulfillment

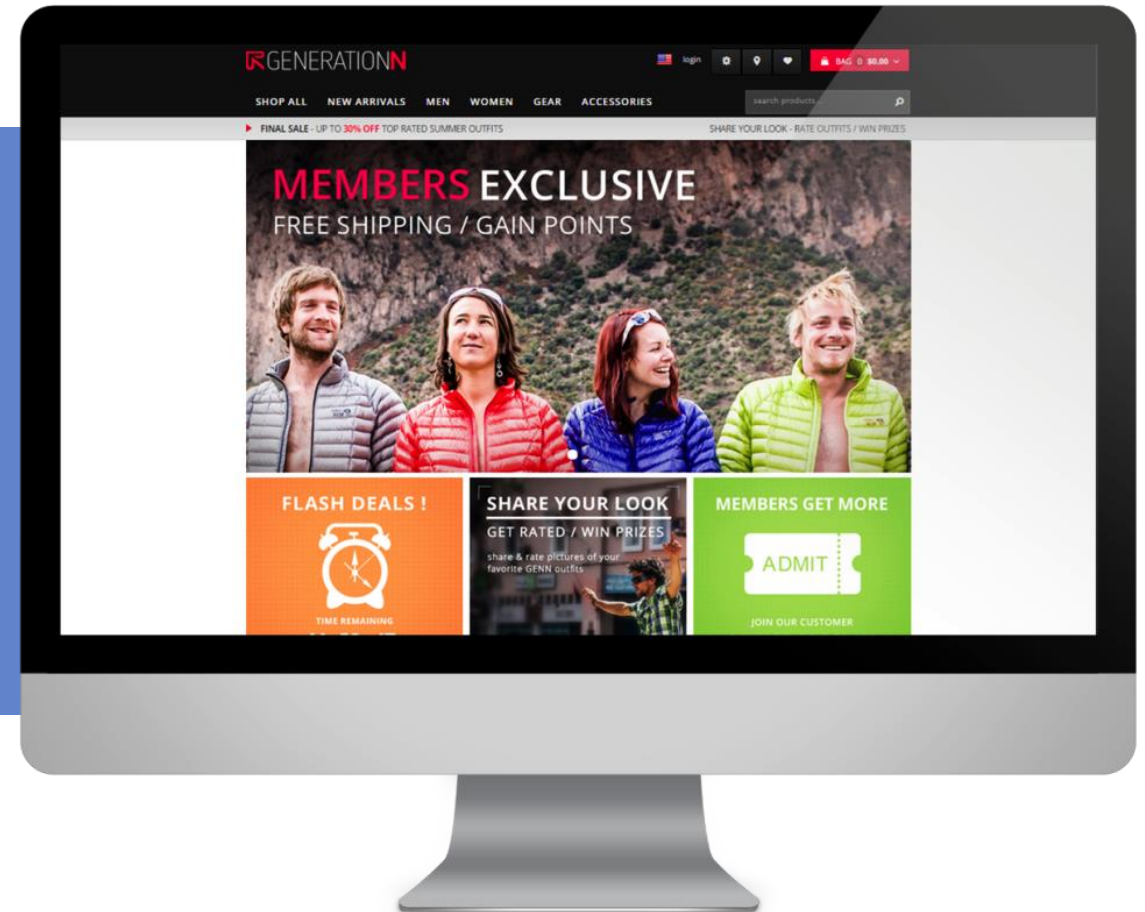
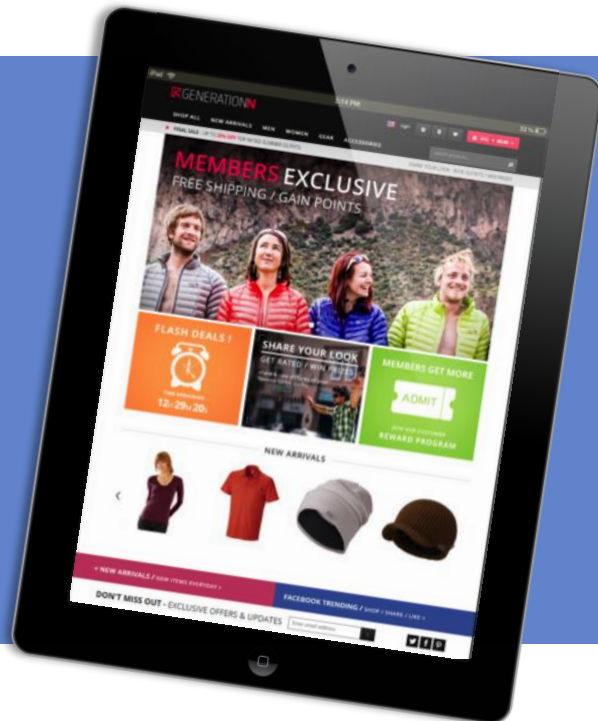


Unlimited
Scalability



Secure
Cloud
Hosting

Responsive



Why SuiteCommerce?

- Complete design flexibility
- Responsive (Mobile, Tablet, Desktop)
- Self-service account management
- Multi-sites on single platform
- Interactive shopping
- Dynamic merchandising
- Advanced search
- Content management tools
- Advanced promotions and pricing
- Full-featured ecommerce solution
- Fully integrated with NetSuite ERP
- Hosted on NetSuite's Cloud
- Security
- PCI compliant
- Performance
- Site management tools
- **All on one unified platform!**

SuiteCommerce

New Features

What's New?

- SuiteCommerce
- Themes
- Extensions
- Auto-upgrade
- Search Synonyms
- No more mountain names

SuiteCommerce vs. SuiteCommerce Advanced

	SuiteCommerce	SuiteCommerce Advanced
License Fee	\$	\$\$
Themes	Yes	Yes*
Extensions	Yes	Yes*
Extensions API	Yes	Yes*
Customization	Themes & Extensions only	Themes*, Extensions*, and full source API
Version Upgrades	Automatic	Ability to schedule updates

*Aconcagua or newer

SuiteCommerce or SuiteCommerce Advanced?

- SuiteCommerce (SC) or SuiteCommerce Advanced (SCA)?
- Depends on requirements
 - Very customized – SCA
 - Basic – SC
 - Custom checkout or custom logic in cart/checkout – SCA
 - Custom theme, colors, fonts, layout, custom pages – SC or SCA

Themes

- Custom website designs will be on SuiteApps
- Themes are installed as a NetSuite bundle
- Once the theme bundle is installed, use extension manager to apply the theme to the site
- Each domain can have its own theme
- Theme colors can be adjusted in CMS

SuiteCommerce Extensions

- Blog
- Featured Category
- Featured Product
- Gift Wrap & Message
- Google Tag Manager Editor
- Product Feeds
- Call-to-action Columns
- Image Text Overlay
- Map & Contact Info
- Newsletter Sign Up
- Map & Contact Info
- Photo Gallery
- Shipping Bar
- Size Chart
- Slideshow
- McAfee Secure
- Logo List
- Testimonials
- Best Sellers
- Gift Certificate Value Check

Themes & Extensions

Only our imagination is the limit!

SuiteCommerce

SCA Tips

SuiteCommerce Extensions

   [Activities](#) [Transactions](#) [Lists](#) [Reports](#) [Analytics](#) [Customization](#) [Documents](#) **Setup** [AvidXchange](#) [Quality](#)

Activate Themes and Extensions

Activate

Cancel

WEBSITE

DOMAIN

[Active Themes & Extensions](#) • [Themes](#) • **[Extensions](#)**

ACTIVE

EXTENSION NAME

VENDOR NAME

VERSION #

UPDATE AVAILABLE

No records to show.

Activate

Cancel

SuiteCommerce Themes

Activate Themes and Extensions

Activate

Cancel

WEBSITE

DOMAIN

Active Themes & Extensions • **Themes** • Extensions

ACTIVE	THEME NAME	VENDOR NAME	VERSION #
<input checked="" type="checkbox"/>		BusinessSolutionPartners	1.0
<input type="checkbox"/>	SuiteCommerce Base Theme	SuiteCommerce	18.2.0

Search Synonyms

ORACLE® NETSUITE

SANDBOX

Search



Help



Feedback



Activities

Transactions

Lists

Reports

Analytics

Customization

Documents

Setup



Group Synonym

Search Group Synonym

Save



Cancel

SYNONYMS *

range
stove
oven
|

A Group Synonym is useful for when a shopper searches for any one of the words, they will all of the words in the synonym group.

For example, when searching for "red" they will also see results for "crimson," "burgundy," "scarlet."

Multiple synonyms can be entered, separated by commas.

WEB SITE *



SCA Configuration Editor

ORACLE NETSUITE | SANDBOX Search Help Feedback Administrator

Activities Transactions Lists Reports Analytics Customization Documents Setup AvidXchange Quality Avalara OzLINK Mobile Pro Quality Customizations Support

SuiteCommerce Configuration

Save

Configuring website: "Market Inc.", domain: [google.com/suitecommerce](#)

Shopping Advanced Checkout Integrations Shopping Catalog Layout Store Locator Multi-Domain My Account Search

Cookies Warning Banner • Images • Home Page Carousel • Header • Footer Color Palettes • Light colors • Navigation • Bottom banners images •

See Help

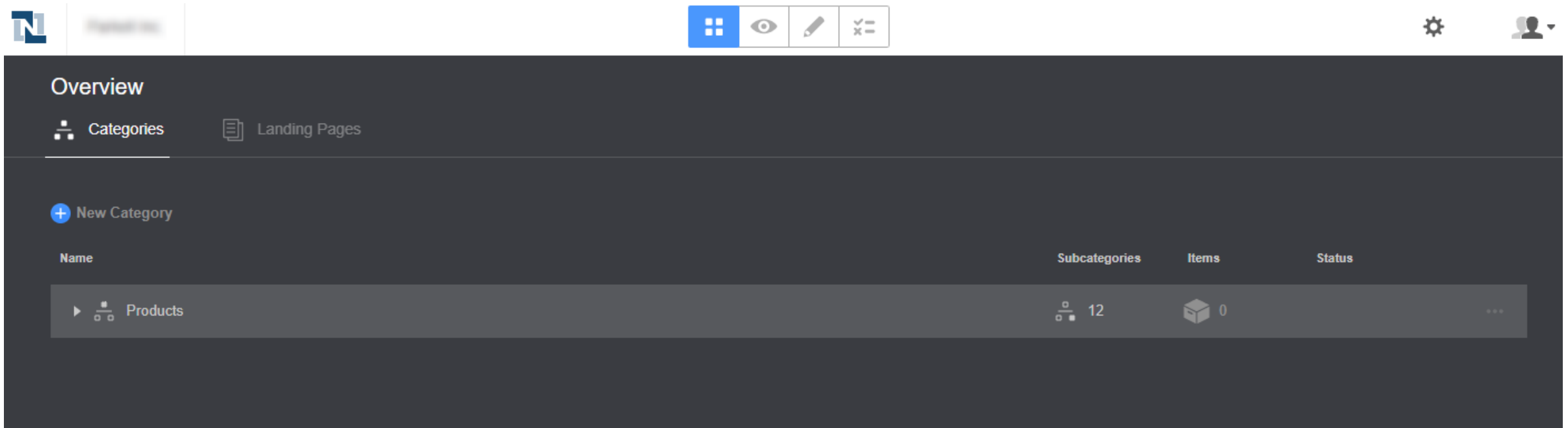
Footer navigation

TEXT	URL	COLUMN
Repairs	http://www.parkett.com/repair-policy	first
Terms & Conditions	http://www.parkett.com/terms-conditions	first
Return Policy	http://www.parkett.com/terms-conditions	first
Warranty	http://www.parkett.com/terms-conditions	first
Quality Certificates	http://www.parkett.com/quality-system-certificates	first
Trial Period	http://www.parkett.com/terms-conditions	first
Webinars	https://parkett.colson10.com/webinars	second
Parkett Today	http://parkett.ho-stern.com/pt-archive	second
White Paper Downloads	http://parkett.ho-stern.com/resources-white-papers	second
Toll-free: 800-243-7446 (USA & CANADA)	tel:+1-800-243-7446	third
Telephone: (631) 249-1134	tel:+1-631-249-1134	third
Fax: (631) 249-1242	tel:+1-631-249-1242	third
Email Us	mailto:info@parkett.com	third
Parkett, Inc., 300 Executive Drive, Edgewood, NY 11717 USA		third
Register Your Device	http://parkett.ho-stern.com/parkett-product-registration	first
Our Blog	http://parkett.ho-stern.com/blog	second
FREE CE	http://parkett.ho-stern.com/ce	second
Career Opportunities	http://www.parkett.com/career-opportunities	second
Cookies Policy	http://www.parkett.com/cookies-policy	first
Privacy Policy	http://www.parkett.com/privacy-policy	first
		first

✓ Add ✕ Cancel ➕ Insert ➖ Remove

Save

Content Management System (CMS)






The screenshot displays the SuiteCommerce CMS interface. At the top, there is a navigation bar with a logo on the left, a search bar, and a set of icons (grid, eye, pencil, and a minus sign) in the center. On the right side of the navigation bar are a settings gear icon and a user profile icon.

Below the navigation bar, the main content area is titled "Overview". Under this title, there are two tabs: "Categories" (which is active) and "Landing Pages".

Below the tabs, there is a button labeled "+ New Category".

Below the button, there is a table with the following columns: "Name", "Subcategories", "Items", and "Status".



Name	Subcategories	Items	Status
▶  Products	 12	 0	...

Commerce Categories (CMS)

The screenshot displays the SuiteCommerce CMS interface. On the left, a sidebar menu shows a hierarchy of categories: Products, New Products, Adhesives/Cements, Restoratives, Relines, Impression Materials, Electrosurgery, Endodontics, Ultrasonics, Directa Products, Packages/Kits, Education, and a highlighted 'Specials' section. The main area is titled 'Add Items' and contains a 'Category Items (2)' list. This list includes two items: 'Blu-Mousse® Peppermint Classic (2-min. set)' with Internal ID: 11596, and 'Gripper™ Copper Band Intro Kit' with Internal ID: 11503. To the right of this list is a 'Find Items' search panel. It features a search bar with the text 'mousse' and a magnifying glass icon. Below the search bar are two links: 'Select all' and 'Hide items already in the category'. A list of search results follows, each with a selection radio button, a small product image, the product name, and its Internal ID. The results are: 'Gripper™ Copper Band Intro Kit' (ID: 11503), 'Blu-Mousse® Classic (tubes)' (ID: 11594), 'Blu-Mousse® Peppermint Classic (2-min. set)' (ID: 11596), 'Blu-Mousse® Classic (2-min. set) Standard Cartridge' (ID: 11598), 'Blu-Mousse® Classic (2-min. set)' (ID: 11599), 'Clear Base Mixing Tip (STANDARD cartridges)' (ID: 11603), 'Blu-Mousse® 60 (60-sec. set)' (ID: 11604), and 'Pink Base Mixing Tip' (ID: 11613). The 'Add Items' dialog has a 'Cancel' button and a blue 'Save' button in the top right corner.

Add Items Cancel Save









Category Items (2)

-  **Blu-Mousse® Peppermint Classic (2-min. set)**
Internal ID: 11596
-  **Gripper™ Copper Band Intro Kit**
Internal ID: 11503

Find Items ×

mousse 🔍

[Select all](#) [Hide items already in the category](#)

- ☒  **Gripper™ Copper Band Intro Kit**
Internal ID: 11503
- ☐  **Blu-Mousse® Classic (tubes)**
Internal ID: 11594
- ☒  **Blu-Mousse® Peppermint Classic (2-min. set)**
Internal ID: 11596
- ☐  **Blu-Mousse® Classic (2-min. set) Standard Cartridge**
Internal ID: 11598
- ☐  **Blu-Mousse® Classic (2-min. set)**
Internal ID: 11599
- ☐  **Clear Base Mixing Tip (STANDARD cartridges)**
Internal ID: 11603
- ☐  **Blu-Mousse® 60 (60-sec. set)**
Internal ID: 11604
- ☐  **Pink Base Mixing Tip**
Internal ID: 11613

Commerce Categories (NetSuite)

ORACLE[®] NETSUITE

SANDBOX

Search

Help

Feedback

Administrator

Activities

Transactions

Lists

Reports

Analytics

Customization

Documents

Setup

AvidXchange

Quality

Avalara

OzLINK Mobile Pro

Commerce Categories

New

FILTERS

SHOW INACTIVES

EDIT VIEW	NAME	DESCRIPTION	URL	DISPLAY IN WEB SITE	PAGE TITLE	PRIMARY PARENT	COMMERCE CATALOG	START DATE	END DATE
Edit View	Products		Shop	Yes	Shop		Parkell Catalog		
Edit View	Adhesives/Cements		Adhesives-Cements	Yes	Adhesives/Cements	Products	Parkell Catalog		
Edit View	Restoratives		Restoratives	Yes	Restoratives	Products	Parkell Catalog		
Edit View	Relines		Relines	Yes	Relines	Products	Parkell Catalog		
Edit View	Impression Materials		Impression-Materials	Yes	Impression Materials	Products	Parkell Catalog		
Edit View	Ultrasonics		Ultrasonics	Yes	Ultrasonics	Products	Parkell Catalog		
Edit View	Electrosurgery		Electrosurgery	Yes	Electrosurgery	Products	Parkell Catalog		
Edit View	Endodontics		Endodontics	Yes	Endodontics	Products	Parkell Catalog		
Edit View	Directa Products		Directa	Yes	Directa Products	Products	Parkell Catalog		
Edit View	Packages/Kits		Packages	Yes	Packages/Kits	Products	Parkell Catalog		
Edit View	Specials		Specials	No	Specials	Products	Parkell Catalog		
Edit View	Education		Education	Yes	Education	Products	Parkell Catalog		
Edit View	New Products		New-Products	Yes	New Products	Products	Parkell Catalog		

Who's Got Questions?



Q&A

On Behalf Of Today's Webinar Team
THANK YOU!

Mandy Lane, Craig Cook & Michelle Cronolly

**ORIGINAL BROADCAST DATE
MARCH 14TH, 2019**



A BUSINESS SOLUTION PARTNERS WEBINAR

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<https://www.bspny.com>

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