



Introducing

NetSuite Apparel, Footwear and Accessories 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) edition.

NetSuite AFA edition provides:

- **An end-to-end cloud system** for financials and accounting, inventory and order management, CRM and 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 full 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.



“SuitePeople has carried us to a point where no matter what happens, including a global pandemic, onboarding and offboarding are fluid.”

Guido Campello, Co-CEO and
Creative Director, Journelle

Built and Delivered With Industry Experience

With hundreds of customers throughout the fashion and apparel industries, NetSuite has deep experience working with companies like yours. NetSuite has taken this industry expertise and packaged it into the Apparel, Footwear and Accessories edition 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 implement and adopt the platform faster. NetSuite customers are empowered to transform their businesses in consumable stages to develop competitive advantages in the marketplace and achieve ROI time-to-value sooner. 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 by 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 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 smaller steps to transform your business rather than attempting 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 platform that can keep pace and a plan on how to continuously evolve and optimize the business.

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 your own stairway.

“NetSuite is the perfect complement to VIVOBAREFOOT’s omnichannel approach, allowing us to sell through multiple channels and preparing us for the growth we expect over the coming years.” **Damian Peat, Operations Director, VIVOBAREFOOT**



NetSuite Stairway

Apparel, Footwear & Accessories



Establish

- Financials and CRM
- Real-time inventory management
- Common B2B and B2C order and supply chain management
- Promotions and returns
- Ecommerce and marketplace connectors
- Payroll

Elevate

- In-store experience and clienteling
- Add additional marketplaces and channels
- Commerce marketing automation
- People management

Expand

- Omnichannel order and warehouse management
- Grow international footprint
- Merchandise planning
- Fixed asset management
- Financial planning and budgeting
- Platform expansion

Accelerate

- Cross-subsidiary fulfillment
- Native ecommerce upgrade
- Warehouse and manufacturing automation
- Integrated social marketing

Dominate

- Global omnichannel
- Blockchain
- Unified digital transformation
- Comprehensive marketing ROI



“NetSuite is the core backbone of our company and has supported our dramatic growth since we first went live.”

Hestra USA

Together we can chart a course forward.

Here's how we do it:

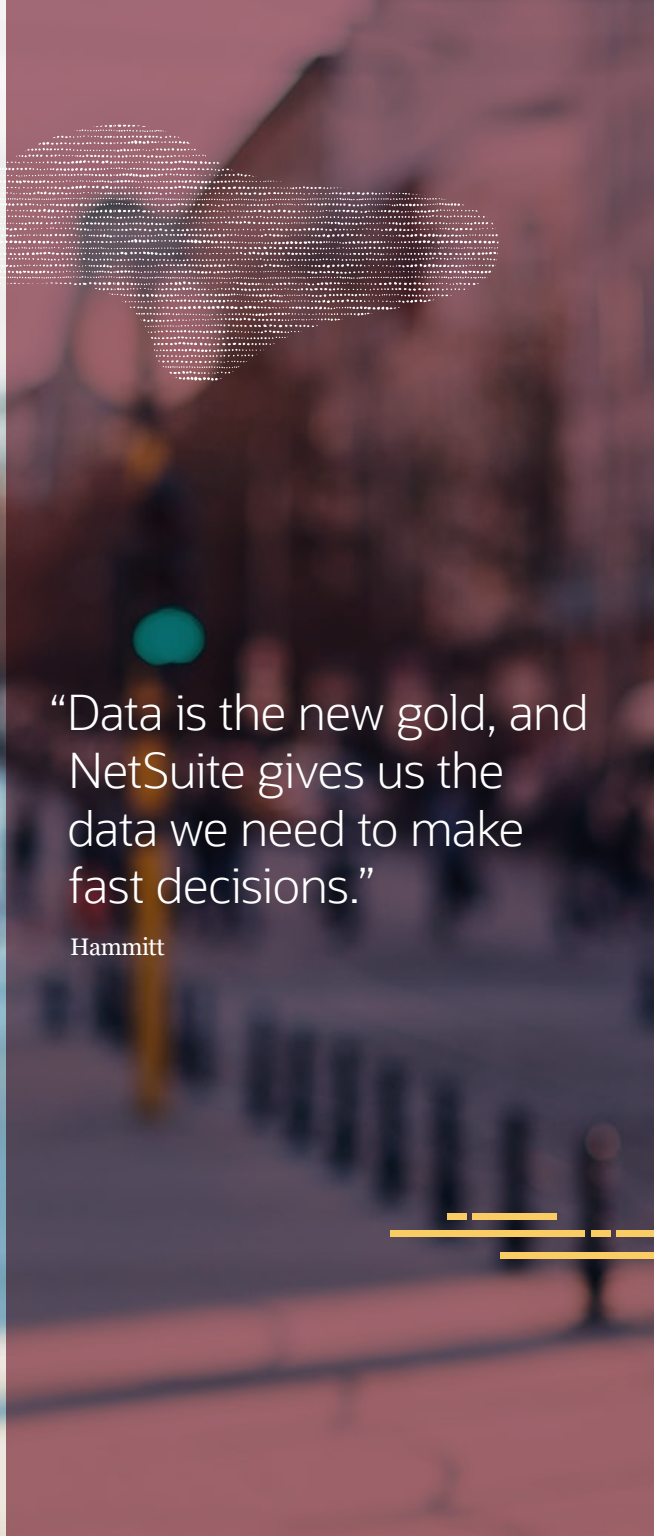
Step 1 Establish: The main goal is to create and implement the foundational, cloud-based ERP platform upon which to build future transformation. NetSuite's unified data model combines customers, inventory, orders and financials on the same platform. Gone are the fractional point solutions and the endless 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 of your business with the expansion of channels, markets, countries of operation, new products or even lines of business. The unified model of customers, inventory, orders and financials provides real-time value 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. 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, NetSuite is staying abreast of business technology to deliver the best outcomes for customers.



“Data is the new gold, and NetSuite gives us the data we need to make fast decisions.”

Hammitt

Product Designed With Your Business in Mind

NetSuite's Apparel, Footwear and Accessories 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 involved an iterative design process that directly included the customers input and feedback to the design of the solution. During this process, NetSuite identified and built many key roles within a typical apparel company, but the system can be easily adapted to the specific needs of each customer. The result is a complete, end-to-end 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 GMROII
- Shrinkage Report
- Product Category Report
- Stock to Sales Ratio Report
- Sale Per Hour Report
- Units Per Transaction Report
- Same Store Sales Report
- Week of Supply Report
- Sell-Through Ratio Report
- Weekly Style Trend Report



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.

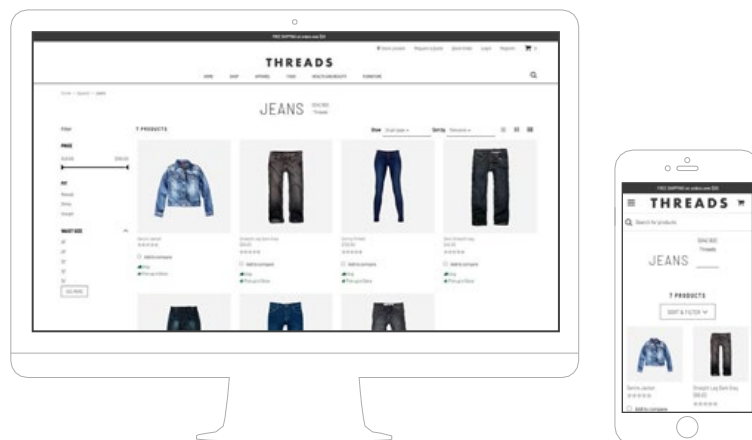
Drive business with a B2B web portal for quick orders, wholesale pricing and credit applications.

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

Unified Omnichannel Commerce

In today's 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. NetSuite's Enterprise Resource Planning (ERP) solution is uniquely positioned to handle sales through all channels.

Meet the retailing needs of omnichannel shoppers with a commerce solution that enables you to streamline and accelerate the transaction process, while also delivering personalized customer service. With a full 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 POS and ecommerce platform enables you to bridge the gap across channels to fully service and satisfy your customers.



Provide Same Shopping Experience Across Any Device



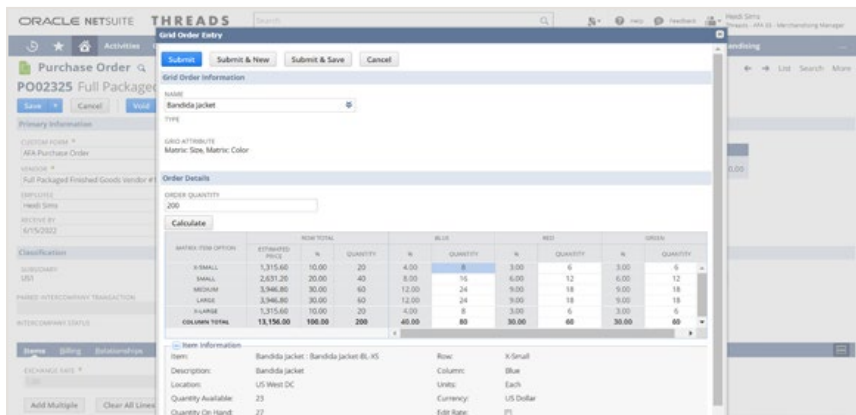
“Every step of the way,
NetSuite will be there to
help us start, manage and
navigate the entire process.”

Billy Thompson, President, Thompson Tee

Real-time Global Inventory and Order Management

Everything in NetSuite is updated and available globally in real time. Whether you have one location or hundreds internationally, everyone in your company will be on the same page in terms of inventory position, availability and commitments. The 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 view across all channels. Finally put an end to drastic markdowns on excessive stock and unrestricted 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 product across the business.



The screenshot displays the Oracle NetSuite Threads Grid Order Entry interface. The main window shows a purchase order for 'Bandida jacket' with a grid of size options. The grid includes columns for 'SMALL', 'MEDIUM', and 'LARGE' sizes, with sub-columns for 'ESTIMATED PRICE', 'QUANTITY', and 'NEW TOTAL'. The 'NEW TOTAL' column is highlighted in blue. Below the grid, the 'Item Information' section shows details for 'Bandida jacket: Bandida jacket BL XS', including description, location, and quantity available.

SIZE/ITEM OPTION	ESTIMATED PRICE	%	QUANTITY	%	QUANTITY	%	QUANTITY	%	QUANTITY
SMALL	3,315.60	10.00	20	4.00	15	3.00	6	3.00	6
MEDIUM	2,671.20	20.00	40	8.00	30	12	6.00	12	
LARGE	3,948.80	30.00	60	12.00	24	9.00	18	9.00	18
XLARGE	3,948.80	30.00	60	12.00	24	9.00	18	9.00	18
XLARGE	3,315.60	10.00	20	4.00	8	3.00	6	3.00	6
COLUMNS TOTAL	13,156.00	100.00	200	40.00	83	30.00	66	30.00	60

Enter Multiple Matrix Items with Grid Order Entry

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.

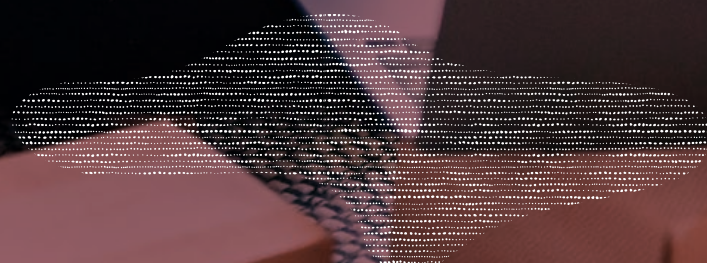
Fulfill orders faster; optimize shipments with rules to automatically fulfill orders based on preferences such as nearest warehouse, shipping price or stores with excess inventory.

Move merchandise quickly and eliminate manual entry of transfer and replenishment orders with quicker, bulk transfers of inventory across multiple warehouse and retail locations.



“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



Financials and Accounting

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.

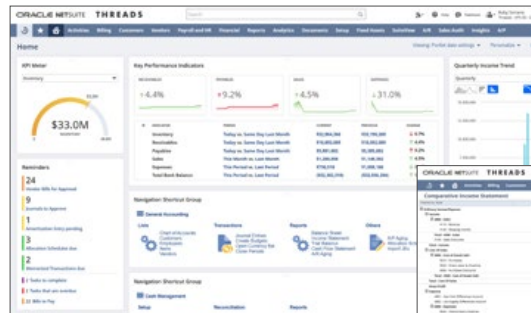
Eliminate billing errors, strengthen revenue recognition processes, and drive fulfillment accuracy and efficiency.

Close out your books faster.

Improve visibility into costs, revenue, margins and profits.

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 real-time insights into the business and often results in 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.



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

Monitor on Finances with the Controller Dashboard

This screenshot shows a detailed Income (P&L) Statement report. The report is organized into a grid with columns for various financial categories and rows for different periods. The categories include Revenue, Cost of Sales, and various Expense accounts. The report provides a clear view of the company's profitability over time.



“NetSuite is the basis for just about everything we do here. There are a lot of business challenges in what we do, but our NetSuite architecture does not keep us up at night.” pact

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 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 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 apparel, footwear and accessories company.

Over 28,000 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 full 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.





ORACLE NETSUITE

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