

ORACLE® + NETSUITE

UPGRADE YOUR ECOMMERCE SOLUTION





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Making the Move to SuiteCommerce Standard

You know first hand the benefits of having a natively unified cloud platform. Using NetSuite's Site Builder ecommerce solution integrated with your NetSuite back-end business systems has enabled you to streamline and optimize your business operations and provide you with an ecommerce site where customers interact with your brand.

But in today's digital-first, ever-changing world, is your Site Builder site still able to support the types of online experiences your customers expect? Perhaps it's time to take a look at SuiteCommerce Standard, NetSuite's newest addition to the SuiteCommerce family.

SuiteCommerce Standard provides all the same features and functionality as SuiteCommerce Advanced but does not offer source code access for business logic. This solution is ideal for organizations that don't need as much customization for their ecommerce experience and have limited IT resources. With SuiteCommerce Standard, you can launch a full-featured web store and innovate quickly while lowering the cost of ownership.

Just like updates and enhancements to NetSuite's back-end applications, take advantage of new features for your SuiteCommerce Standard store with the biannual release. These features become available for you to use

automatically once you have deployed them to the front-end of your site. Best of all, if your ecommerce needs change over time, you can easily graduate your site to SuiteCommerce Advanced. And with your customer, financial, order and inventory data already in NetSuite, you avoid having to migrate that data, which will expedite the implementation time.

Benefits of SuiteCommerce Standard

[Rich and Engaging Shopping Experience](#)

Make it easy for shoppers to find, learn and buy your products with a host of features, including an enhanced image gallery, product comparisons, faceted navigation, advanced site search, social sharing, ratings and reviews, and the ability to save shopping carts and create lists.

[Mobile](#)

Fully optimized for mobile, SuiteCommerce uses built-in responsive design reference templates so your entire site automatically rescales and resizes when accessed from any device.

[Site Management Tools](#)

Our easy to use WYSIWYG, drag-and-drop site management tool allows business users to manage content, add landing pages, enhance existing pages, manage commerce categories and subcategories, and assign items to categories. Work on changes to your site and then schedule when the changes go live or publish them immediately. All revisions are tracked and auditable.

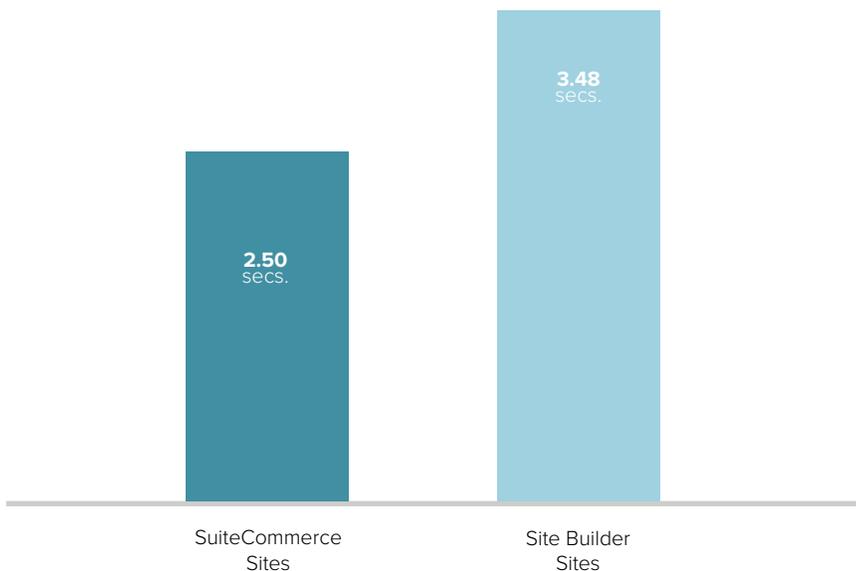
Security

The entire shopping experience is secure with HTTPS support and just like with Site Builder, you don't need to worry about PCI compliance since NetSuite takes care of that.

Site Performance

A single domain across the shopping and checkout experience, a content delivery network (CDN) and the client-side single page application all contribute to enabling a fast, scalable SuiteCommerce site.

TIME TO FULLY RENDER A PRODUCT PAGE



SuiteCommerce sites fully render faster on average 2.5 seconds per page versus 3.48 seconds per page on Site Builder sites.

The NetSuite Performance Excellence team continually evolves performance standards to make sure the solution meets or exceeds leading industry performance benchmarks, and the Built-to-Perform program ensures that all sites going live meet those standards. SuiteCommerce storefronts load quickly, translating to few bounces and higher sales.

Search Engine Optimization

There are always concerns about maintaining your search ranking when migrating to a new ecommerce site. However, with a site migration strategy, not only can you maintain your rankings but you could even surpass your previous performance. SuiteCommerce allows you to easily add 301 redirects to ensure that all legacy URLs are handled appropriately. And with native features such as secure shopping across your entire site, support of Schema.org semantic markup, page structure templates optimized for search engines and SEO-friendly URLs, SuiteCommerce provides all the tools you need to ensure that your SEO continues to grow.

Modern Commerce Platform

NetSuite uses the latest open source third-party technology, such as Backbone.js, Handlebars.js and Sass, to provide a flexible framework for SuiteCommerce. This not only ensures that your site is feature-rich and efficient, but that it's also easy for developers to work with and customize your site. Our developer site, Developers.SuiteCommerce.com, provides all the resources and tools needed to educate and help customize your site.

Compare SuiteCommerce Standard and Site Builder

	SUITECOMMERCE STANDARD	SUITECOMMERCE SITE BUILDER
Architecture	Service-oriented architecture. Client-side single-page application.	Server-side architecture
Design	Client-side templates enable pixel-perfect design capabilities and unlimited layout control. Starter templates provided for the entire web store.	Server-side, theme-based templates provided for each portion of a page or create your own template. Reference starter store provided only for My Account and Checkout.
Mobile	Responsive design enabled for entire web store: My Account, Catalog and Checkout.	Responsive design enabled for My Account and Checkout reference starter store or customize theme-based templates to achieve a fully responsive site.
Site-Search	Elasticsearch-powered site search provides keyword search, fuzzy matching, type ahead recommendations and ability to customize search criteria settings.	Basic keyword search
Navigation	Faceted navigation optimizes the finding of products by narrowing items by categories and attributes such as price and color.	Category navigation (static links)
Dynamic Merchandising	Related and correlated items supported to enable the presentation of upsells, cross-sells and related products based on sales heuristics data as well as merchant-driven rules, such as location, browsing behavior, items in cart, best sellers or higher margins.	Related and correlated items supported to enable the presentation of upsells, cross-sells and related products based on sales heuristic data.
Site Management	Front-end WYSIWYG drag-and-drop site management tools.	Basic capabilities. Layout/templates created and driven via NetSuite records.
Performance	Single-page architecture utilizing AJAX, file minification and Akamai CDN.	None
Secure Shopping	HTTPS support across the entire site.	HTTPS support for checkout only.
Single Domain	One domain across shopping and checkout.	Separate shopping and checkout domains.

TOPO ATHLETIC RUNNING STRONGER WITH SUITECOMMERCE

Topo Athletic has been running its entire footwear business on the NetSuite platform, including its ecommerce site, since it launched in 2013. The company saw dramatic results after upgrading from Site Builder to SuiteCommerce. The biggest difference was with the built-in responsive design for mobile. The new experience for mobile shoppers has driven mobile conversion rates up by 133 percent—making mobile the number one source of web traffic and purchases.

SuiteCommerce delivered big results including:

- Average order value increased by 12%.
- Time on site increased by 86%.
- Mobile session duration increased by 92%.
- Mobile conversion rate increased by 133%.
- Bounce rates decreased by 5%.

“SuiteCommerce gives us a modern ecommerce platform to showcase our unique footwear and brand story in a way that shows we’re not just another running shoe company.”

Georgia Shaw, Marketing Director,
Topo Athletic

INTERNATIONAL WINE ACCESSORIES UNCORKS SUCCESS WITH SUITECOMMERCE

International Wine Accessories was an early adopter of the NetSuite platform to support its manufacturing and retail business. After upgrading to SuiteCommerce, sales increased and other key metrics for the ecommerce channel including:

- Time on site up 60%.
- Single-page bounce rates dropped 34%.
- Mobile-friendly website with single-page checkout and faceted search increased conversion 70% for desktop users and 17% for mobile users.

“SuiteCommerce has given us much faster site performance, a mobile-friendly site and single-page checkout, and we’ve seen amazing benefits with faceted navigation and a customer interface that works extremely well.”

International Wine Accessories

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