



NetSuite for Wholesale Distribution

Move toward integrated and data-driven operations to remain competitive. Wholesale distributors increasingly adopt advanced analytics and technology to streamline inventory management, enhance supplier relationships, and meet evolving customer demands.

Roles: CPO, CFO, Head of Logistics, Sales Operations, Supply Chain Manager, VP of Distribution, VP of Customer Experience

Key challenge

Shifting market dynamics and evolving consumer demands are reshaping the wholesale distribution landscape. As businesses focus on providing seamless and efficient operations, the line between wholesalers and retailers continues to blur. Digital transformation and advanced analytics are enabling stronger collaboration among suppliers, distributors, and customers to drive mutual success.

- Enhancing the efficiency and agility of supply chain operations.
- Transitioning from traditional wholesalers to value-added service providers.
- Prioritizing investments in technologies that unlock new revenue streams and opportunities systematically.

Product Features

Why NetSuite

Key Benefit

Key Solutions and Resources:

- Manage inventory and optimize warehouse operations for cost and demand balance.
- Ensure timely order fulfillment across sales channels and reduce lead times.
- Automate supply chain processes for improved accuracy and global responsiveness.
- Use advanced pricing strategies for competitiveness while protecting margins.
- Standardize procurement workflows with modern technologies and real-time dashboards.
- Qualify vendors for sustainability, reliability, and compliance.
- Monitor supplier performance to mitigate risks and maintain cost efficiency.
- Strengthen customer relationships through integrated CRM tools for personalized services.



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Product Features

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Key Benefit

Financial

Financials

Real-Time Financials and Accounting for Distributors

Easily understand key metrics—like Cost of Goods Sold and Picking Accuracy—that help you improve organizational efficiencies and grow your business.

Gain real-time access to the financial and operational performance of your wholesale distribution business.

Automate transaction flow and reduce manual data entry to eliminate errors and improve time to value.

Maintain compliance with applicable accounting standards while establishing control and enabling audit trails.

Inventory Management

CRM

More Product Features



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Inventory Management

Optimize the use of your inventory, reduce handling cost, optimize cash flow, and deliver products to your customers when and where they want them.

Centrally manage inventory across multiple locations/selling channels.

Optimize inventory levels and minimize stock outs with demand-based planning, taking into count historical demand, sales forecasts and seasonality.

Boost profitability by managing inventory more efficiently with company-wide inventory visibility.

Reduce shipping costs due to unplanned replenishment.

Decrease cost of goods sold (COGS) by minimizing the number of times an item is physically moved while in the warehouse.

Minimize discounting and write-offs for slow moving and obsolete inventory.



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CRM

Give everyone who interfaces with customer—sales, support and service—access to real-time customer data such as preferences, transactions and interactions to enable them to provide consistent service experiences across touchpoints. Create, track and analyze multi-channel marketing campaigns—including email, direct mail, events—in a single application and measure performance in real-time.

Create and automate case management processes, so customers can submit cases online, review the status, and reply with follow-up communications.

Expedite resolution time by assigning, managing, and routing customer support cases from multiple communications channels, including phone, fax, email and web.

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Product Features

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Key Benefit

Ecommerce

Warehouse and Fulfillment

Ecommerce

- **Deliver Engaging Shopping Experiences**

Since ecommerce is natively unified with your back-office systems, a single source of customer, order, inventory data is used to power your website to provide a more relevant and engaging online experience.

- **Any Device**

Create content once and automatically adjust site screen sizes and capabilities for different devices with responsive design.

- **Increase Conversions**

Boost sales with flexible promotions and relevant product recommendations based on merchant-driven rules like browsing behavior or best sellers.

- **Improve Customer Satisfaction**

Give shoppers easy access to manage their accounts, track order status, request returns and submit inquiries without having to call customer support.



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Ecommerce

Warehouse & Fulfillment

NetSuite's comprehensive fulfillment controls help you reduce your cycle times and shipping costs while increasing your on-time delivery rates.

Warehouse and Fulfillment

- **Reduce Shipping Costs**

Speed deliveries and save on shipping costs.

- **Increase On-Time Delivery Rates**

Meet customer expectations to improve loyalty.

- **Save Fulfillment Resources**

Improve pick, pack and ship process with zone and wave picking while prioritizing picking by carrier pick up time.



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Key Benefit

- **Built for Wholesale Distribution.**

With thousands of successful implementations, NetSuite has a deep understanding of wholesale distribution businesses across all sectors and the challenges they face.

- **Optimize the Supply Chain.**

Use supply chain portals for your vendors, customers and sales partners to maximize efficiency.

- **Modern Sales Experience.**

Reach customers online, by phone, over email, in person and more with omnichannel commerce. Exceed the evolving expectations of today's customers.



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- **Integrated Business Management:**

NetSuite consolidates various business processes—including sales, inventory management, order fulfillment, and accounting—into a single platform. This integration enhances operational efficiency and provides a unified view of the business.

- **Real-Time Visibility:**

The system provides real-time insights into financial and operational performance, enabling informed decision-making and proactive management of business activities.

- **Inventory Optimization:**

NetSuite's inventory management capabilities help optimize stock levels, reduce handling costs, and improve cash flow. This ensures that products are available to meet customer demand without overstocking.

Product Features

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Key Benefit

- **Automated Order Processing:**

The platform automates order processing, linking customer orders from various channels directly to fulfillment, thereby reducing errors and improving order accuracy.

- **Enhanced Customer Relationship Management (CRM):**

NetSuite's integrated CRM tools provide a comprehensive view of customer interactions, enabling personalized service and fostering stronger customer relationships.

- **Scalability and Flexibility:**

As a cloud-based solution, NetSuite offers scalability to accommodate business growth and flexibility to adapt to changing market conditions without significant infrastructure investments.