



Speakers:



Zach Nelson
CEO
NetSuite, Inc



Max Mancini
Senior Director
eBay



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Agenda

- Challenges & Solutions for Mid-market
- NetSuite eBay Marketplace
- Live NetSuite Product Demonstration
- Customer Panel
- Q&A



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NetSuite Company Overview

- 1998: Founded by Larry Ellison & Evan Goldberg

- **Strategy:**
Deliver integrated business applications as online services to small and mid-sized businesses

- **Results:**
 - 500+ employees
 - HQ in San Mateo, CA with offices worldwide in:
 - Toronto, CAN
 - London, UK
 - Sydney, AUS
 - Singapore
 - Philippines
 - Largest integrated on-demand customer base (over 7000+ customers)
 - 1,500+ ecommerce companies run on NetSuite



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Last Slide First

- NetSuite Brings Integrated, On-Demand Suite to Mid-Sized Companies Web Operations
- New Features Meet Complex Mid-Market Needs
- Best Solution Is Also Most Affordable Solution



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NetSuite Ecommerce

**Proven Ecommerce Leader
for Companies with Sales
< \$10 Million**

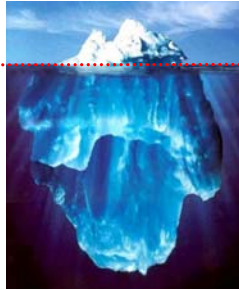


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Why NetSuite Ecommerce?

More than the Tip of the Iceberg!

- Website Content
- Shopping Cart
- Checkout
- Real-time Order Management, Inventory
- B2B Payments: Invoices, P-cards
- UPS/FedEx Shipping
- Customer Self-Service
- Site Analytics
- Sales Force Automation
- Marketing, Customer Support
- Accounting, Purchasing
- And so much more!



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Today

NetSuite Extends Ecommerce Leadership to Mid-sized Companies



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Mid-Market Ecommerce Needs

- Business Process Automation
- "The Full Multi" for Globalization:
 - Multi-Site
 - Multi-Channel
 - Multi-Currency
 - Multi-Lingual
- Sophisticated Selling Tools
- Superior Business Intelligence



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Mid-Market Ecommerce Needs

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The Mid-market is high volume, multi-channel. Typical manual ecommerce processes can't keep up.

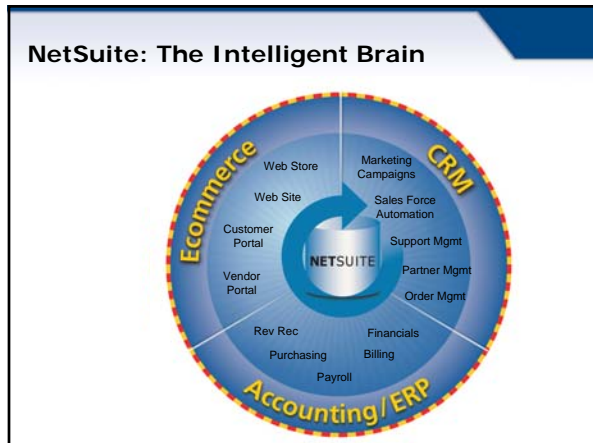
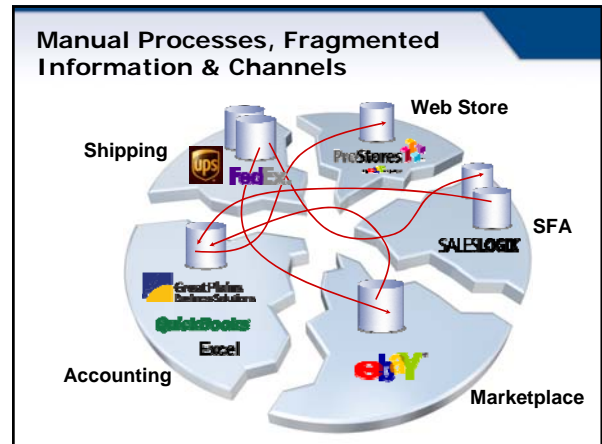
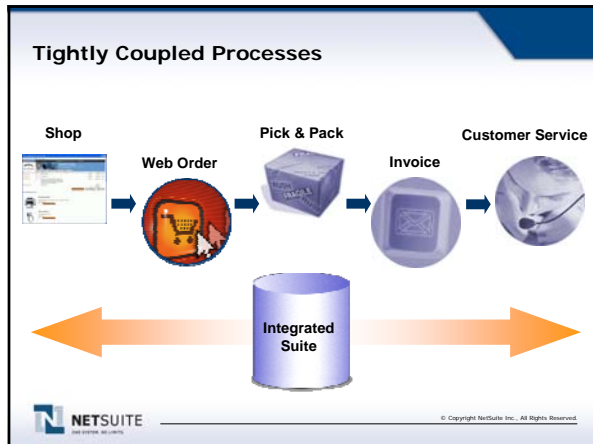


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Tightly Coupled Processes



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Mid-market Ecommerce Needs

- Business Process Automation
- **The Full Multi!**
- Sophisticated Selling Tools
- Superior Business Intelligence

NETSUITE
ONE SYSTEM. NO LIMITS.

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Multiple Site/Company

- Multiple websites
- Site-specific web stores
- All from a single account
- Sales roll-up for global visibility & reporting

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Multi-Currency

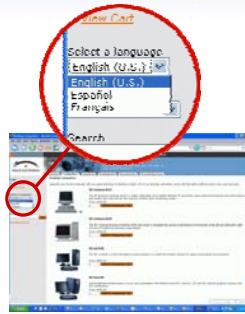
- You can sell in multiple currencies from a single site, or set a default currency per-site.
- Shoppers will see a drop-down with the currencies you offer and can switch from one to the other.

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Multi-Language

- You can translate every page, every field and every button into a nearly unlimited number of languages.
- Shoppers will see a drop-down with the names of the languages you display in. As soon as they choose a new language, the entire website is translated to that language.



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Multi-Channel - And Now eBay



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Max Mancini
Senior Director
Platform & Innovation eBay



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eBay Marketplace Overview

- eBay has a global presence in 33 markets, with 222 million registered users worldwide
- In Q4-06, gross merchandise volume (GMV), the total value of all successfully closed items on eBay's trading platforms, was \$14.4 billion. Total GMV for the full year 2006 was more than \$52 billion
- eBay users worldwide trade more than \$1,812 worth of goods on the site every second
- At any given time, there are approximately 100 million eBay listings worldwide, and approximately 6.6 million listings are added each day



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**End-to-End Ecommerce Solution
For Growing & Midsize Businesses**



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Challenges Come with Growth For Large Volume eBay Sellers

- Managing back office functions (e.g. inventory, accounting, purchasing)
- Streamlining high volume fulfillment
- Providing effective customer service
- Automating highly manual business processes
- Integrating other sales, service channels



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Manual Processes, Fragmented Information & Channels



NetSuite: The Intelligent Brain



NetSuite Helps Run the Entire Business More Effectively

- Listing management
- Inventory management
- Order management/fulfillment
- Customer service & support
- UPS and FedEx shipping labels
- Selling through multiple channels
- Marketing automation
- Accounting, Purchasing



NetSuite Users: Sell More Through New Channel: eBay



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End-to-End Ecommerce Solution For Growing & Midsize Businesses

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Mid-market Ecommerce Needs

- Business Process Automation
- The Full Multi
- **Sophisticated Selling Tools**
- Superior Business Intelligence

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Amazon.com-like Tools

Automated Upsell, Cross-sell



Amazon.com-like Tools

- Gift Certificates
- Item Coupons
- Shipping Cost Estimator
- Minimum Order Amount/Quantity
- E-mail Page to a Friend
- Free Shipping (if buy item X)
 - Complements if order > x (\$ amount)
- Ship Complete Order Option



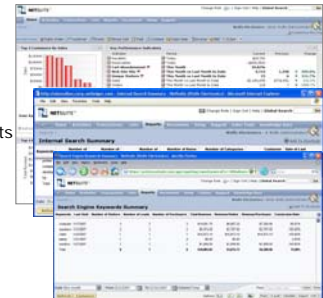
Mid-market Ecommerce Needs

- Business Process Automation
- The Full Multi
- Sophisticated Selling Tools
- **Superior Business Intelligence**



Superior Intelligence

- Real-time Dashboards
- Site Analytics
 - Individual, Aggregate
- Rich, Customizable Reports
 - Paid, Natural Search
 - Marketing Campaigns
 - Cart Abandonment



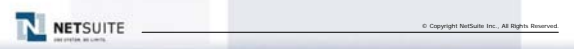
NetSuite Meets Mid-Market Needs

- ✓ **Business Process Automation**
- ✓ **"The Full Multi" for Globalization:**
 - Multi-Currency
 - Multi-Lingual
 - Multi-Site
 - Multi-Channel
- ✓ **Sophisticated Selling Tools**
- ✓ **Superior Business Intelligence**



NetSuite Ecommerce In Action!

Baruch Goldwasser
NetSuite Product Management



NetSuite Ecommerce Customers



Jesse Menczer
CIO, DiscounTechnology



Ava DeMarco
CEO, Littlearth Corporation



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Jesse Menczer

CIO, DiscounTechnology
www.discounttechnology.com



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DiscounTechnology

- A value-added reseller of information technology equipment, hardware and systems
- Headquartered in San Diego
- Founded in 2003
- Specialization in enterprise storage, networking, server systems, and wireless
- Carries over 500 unique products, over 11,000 items in stock
- Multi-million dollar annual revenue
- Averages 400 orders per month



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Use of NetSuite & eBay

- 18 month user of NetSuite
- Manage the entire business in NetSuite
- Has always sold through both eBay and Web Store
- Sell subset of products on eBay
- Quickest, easiest way to access 90 million eyeballs
 - Use to access huge customer base
 - Offer special deals, tiered pricing for eBay customers – more price sensitive market



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Value of NetSuite/eBay Integration

- Tremendous labor savings in order entry
 - Used to manually enter orders and customers into NetSuite
- Facilitates end-to-end electronic order processing
- Reduces time to create eBay listings
- Will provide near real-time eBay order management



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Ava DeMarco
CEO
Littlearth
www.littlearth.com



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Littlearth Productions

- Founded 1993
- Brought "ecofashion" to the accessories arena
- Multiple brands:
 - Littlearth Classics - Eco-fashion accessories
 - LE Designer - Designer style plus eco-fashion
 - Pro-FAN-ity - Sports team fashion accessories
 - K. Lianna for Littlearth - Designer handbags featuring collaged graphic panels
- Hundreds to thousands of products ship daily
 - 550,000+ items shipped in 2006



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Littlearth Productions

- Distribution:
 - Retail presence: Distribution in the USA through 2000+ outlets, from "mom and pop" boutiques to national retailers such as Nordstrom and Journeys. ProFanity NFL products are also sold through NFL team stores and online e-tailers such as NFL.com
 - Web store: online sales direct to consumers from www.littlearth.com represent about 7% of sales
 - International Distribution: Grew from 3% of sales in 2005 to 11% in 2006



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History with NetSuite

- Challenge:** Integrate Web store with inventory and accounting systems
- Results with NetSuite:**
 - Web store sales up 189 percent from 2004 to 2005
 - Web orders magically appear in NetSuite! No more manual entry.
 - Most credit cards on web orders come through pre-approved; saves time running cards manually or packing orders only to find that the credit card is declined.
 - Putting new items up on the site takes only a few minutes once photos and item descriptions are uploaded.
 - International distributors enter orders themselves through the customer center in NetSuite. Saves 1 day of time, and greatly increases accuracy of orders.
 - Because of time differences, it is easier for customers to access information regarding shipments, payments etc. through their customer center.



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NetSuite

Far More for Far Less



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NetSuite – Far More Superior Ecommerce

Ecommerce Features

	NetSuite	Venda	MarketLive	Demandware
Website	✓	✓	✓	✓
Web Store/Shopping Cart	✓	✓	✓	✓
Upsell Manager (auto recommend)	✓			
Post/Purchase Keyword report	✓			
Cart Abandonment report	✓			
Subsidiary Websites	✓			
Shipping Estimates pre-checkout	✓			
Search Report	✓			
UPS and FedEx Shipping Labels & Rates	✓			
Matrix Items	✓			
eBay Integration	✓			
Multi-Site	✓			✓
Multi-Language	✓	✓		✓
Multi-Currency	✓	✓		
Digital Downloads	✓	✓		
Gift Certificates	✓	✓		✓
Coupons	✓		✓	✓
Customer Center	✓		✓	
Product Feeds to shopping engines	✓			

NetSuite – Far More CRM, Accounting/ERP Features

CRM, Accounting/ERP	NetSuite	Venda	MarketLive	Demandware
Order Management	✓	✓	✓	✓
Accounting	✓			
Real-time Inventory Mgmt	✓	✓		
Fulfillment Mgmt	✓	✓		
UPS/FedEx Shipping Labels	✓			
Pick, Pack and Ship	✓	✓		
Drop Shipping	✓			
Multi-Location Inventory (multiple warehouse support)	✓			
Vendor Mgmt	✓			
Recurring Billing (memorized transactions)	✓			
Purchasing	✓			
Customer Records	✓	✓	✓	✓
Support	✓	✓	✓	
Self-Service Support	✓		✓	
Sales Force Automation	✓			
Affiliate Mgmt	✓	✓		
Returns	✓	✓		
Email Marketing	✓	✓		
Bar Coding	✓	✓		

NetSuite – Far More For Far Less

Vendor	Estimated Monthly Cost*	Comments
Venda	\$10,000	Ecommerce
Demandware	\$10,000+	Ecommerce
MarketLive	\$8,500	Ecommerce
NetSuite	\$6,500	Ecommerce CRM: Sales, Mktg, Support Accounting/ERP

Add ~\$300,000 for Great Plains or another package to run the rest of the business. And about 2X for implementation.

NetSuite *includes* CRM and Accounting/ERP to run your entire business.



*Sources: Website and Sales quote at list price. February 2007.
Additional fees may apply.

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Question and Answer Session



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Summary

- NetSuite Brings Integrated, On-Demand Suite to Mid-Sized Companies Web Operations
- New Features Meet Complex Mid-Market Needs
- Best Solution Is Also Most Affordable Solution



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