



Unify Your Web Store with Your Business

NetSuite Site Builder



NetSuite Site Builder provides you with an online store that delivers a great shopping experience within a complete commerce platform to seamlessly manage your business and transform operational efficiency. Unlike first-generation ecommerce systems, NetSuite ecommerce solutions are unified with the systems of record you use to run your business—order management, inventory, marketing, customer service and financials—providing a single view of your customers and business.

Key Benefits

- Easily create a full-featured, customizable web store.
- Streamline operations with a single, unified cloud-based commerce platform.
- Build deeper and more personalized relationships with your customers.
- Support both B2C and B2B customers from the same platform.
- Identify the true lifetime value of customers from all channels and build brand loyalty.

A Web Store to Suit Your Business Needs

Reflect your brand. Use prebuilt templates out-of-the-box or customize your own cascading style sheets (CSS) templates or HTML pages.

Custom catalogs. Easily create custom catalogs with the same items for different customers with real-time pricing, inventory updates and negotiated prices.

Target. Analyze traffic, average order value, conversion ratios and more to optimize your site and increase sales. Retarget shopping cart abandoners with automated emails.

Self-Service Account Management

Sign in/sign up/forgot password. Enable account creation, returning customer sign-in and password reset.

Order history. Provide access into online order history and order status with tracking links; enable customers to reorder items from order history.

Profile management. Give customers the capabilities to manage personal information and email preferences.

Address book management. Shoppers can manage multiple shipping and billing addresses.

Credit card management. Allow customers to store and manage credit cards.

Returns. Enable self-service returns management that allows shoppers to initiate an online return authorization.

Case management. Enable customers to submit questions or support queries, directly to your support desk.

Purchasing and Payments

Pricing, terms and credit limits. Set different pricing levels for the same item for different customers. Give customers their own negotiated prices, volume discounts, terms and credit limits.

Go global. Sell globally with support for multiple languages, currencies, taxes/VAT, subsidiaries, international shipping prices and customs documentation.

Flexible checkout flow. Create multiple or single-page checkout flows.

Secure shopping. Provide security with integration to common payment gateways for real-time credit card processing with PCI DSS compliance and multi-level fraud protection.

Guest checkout. Allow shoppers the flexibility to check out without registration.

Multiple payment options. Offer customers payment options including credit cards, coupons, gift certificates and invoicing based on balance and credit limits.

PayPal. Shoppers can pay via PayPal within the checkout flow.

Saved addresses and credit cards. Save credit cards, shipping and billing addresses to provide faster checkout experiences.

Shipping management. Seamless integration with UPS, FedEx and other carriers allows you to print shipping labels, generate customs documentation and automatically send out tracking numbers.