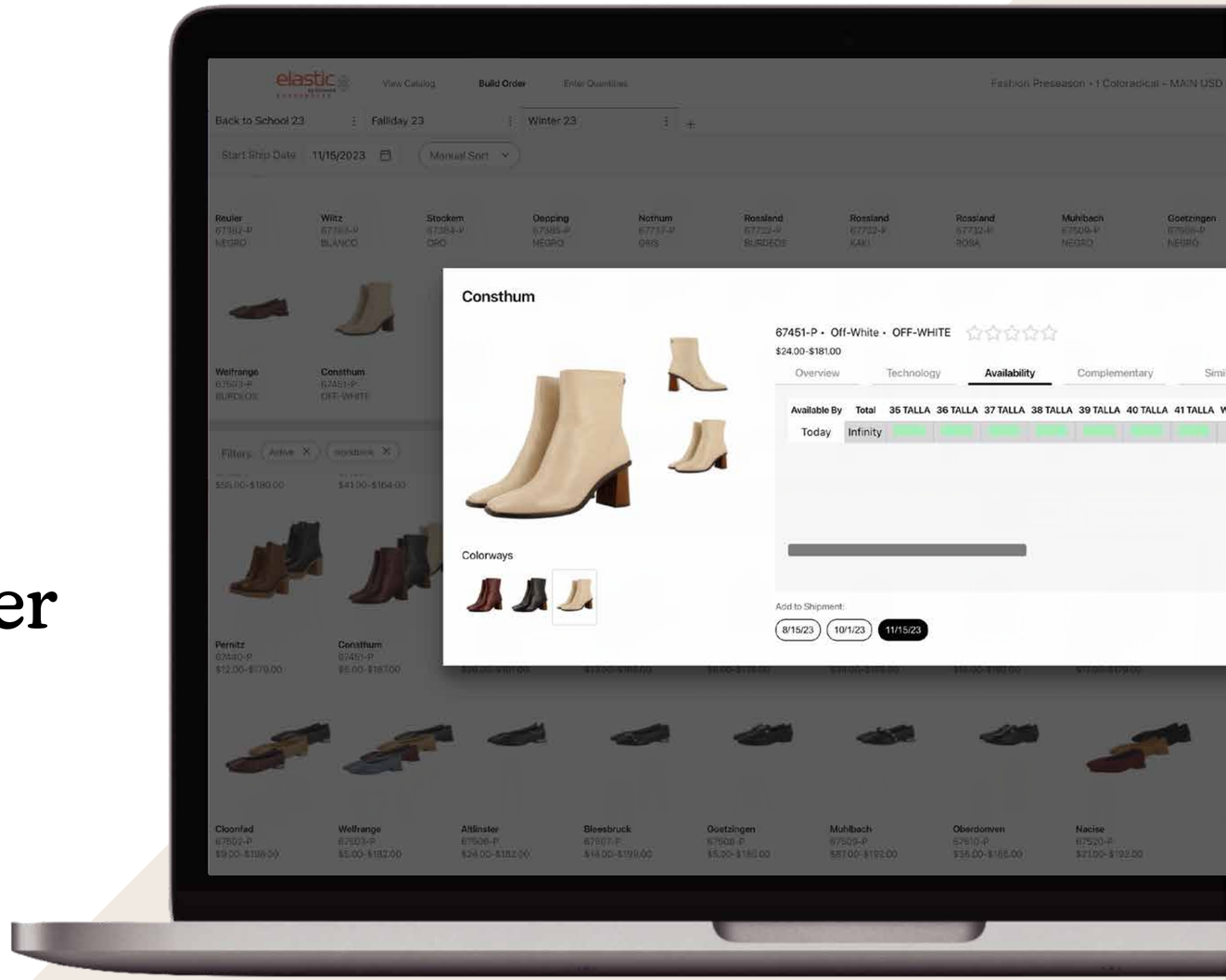
elastic by Emerald

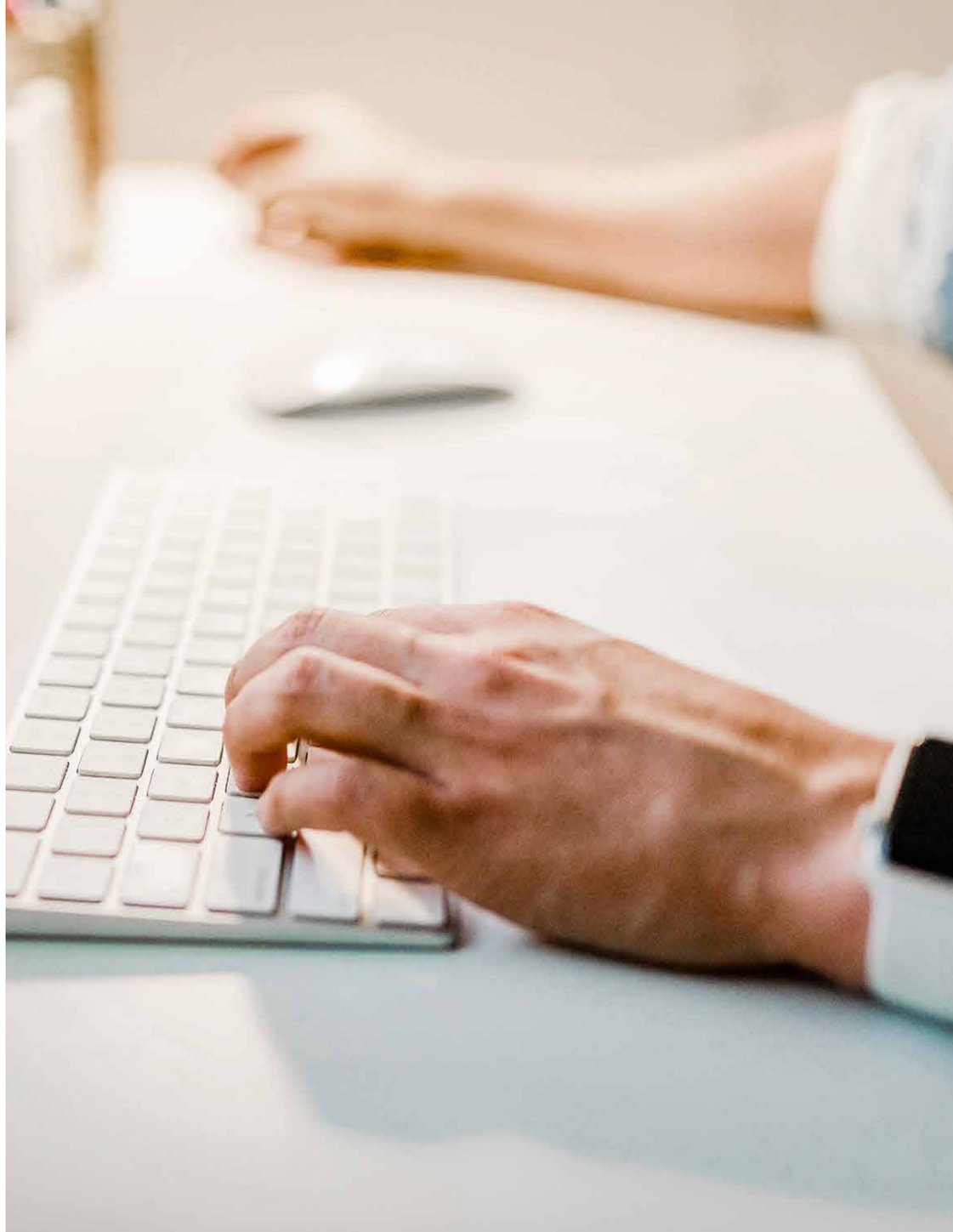
Streamlining B2B Commerce with Elastic's NetSuite Adapter



WHITEPAPER

Streamlining Enterprise B2B and Wholesale Sales with NetSuite & Elastic Suite

Designed to help brands and retailers connect, transact and, ultimately, grow revenue, Elastic Suite is optimizing every step of the wholesale process. B2B ecommerce is taken from transactional to transformational by bringing together ERP and backend data, sales reps, retailers, and distributors.



ERP solutions like NetSuite, create unprecedented access to new levels of automation and efficiency for brands of all sizes.

While ERPs focus on functionality for back-office processes, Elastic serves the overall B2B merchandising and sales process. Our ecommerce platform delivers a fully integrated NetSuite Adapter with data fields customized for managing wholesale data.

Bringing powerful ERP data into Elastic

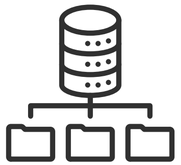
By integrating NetSuite with Elastic, brands can expect the following benefits and results:

Seamless Integration

With the NetSuite Adapter for Elastic, the management of B2B content becomes a seamless extension of the ERP with a true out-of-the-box solution. Once integrated, NetSuite data flows automatically to Elastic.

Fixed Cost Implementation

The rollout of Elastic via NetSuite is done on a fixed cost basis. Our project managers work with your team to identify what data fields are necessary for B2B sales and should be accessible inside of Elastic.



Single Source of Data

NetSuite Adapter for Elastic utilizes a single source of data that flows through the integrated platforms. This effectively eliminates islands of information, creating the highest level of efficiency and prevents errors that come with maintaining multiple data sources.

Hands-off Standardization

Elastic's approach to NetSuite integration provides true hands off standardization for both platform management and worry-free maintenance. With user education and training, and IT support, both brands and buyers enjoy a streamlined wholesale commerce process.

Speed to Market

Because Elastic is already fully adapted and integrated with NetSuite platform, deployment is quick. In most cases, the roll out is measured in just weeks not months. Additionally, we have nearly two dozen NetSuite clients who are using the adapter technology.

Enhanced Reporting

By combining sales, orders and inventory, Elastic and NetSuite provide a high level of visibility into key B2B commerce metrics. This creates greater data confidence and validation that business leaders need to understand their channel and wholesale growth.

Integrated Process Flow

The NetSuite Adapter for Elastic allows for complete functionality within the ERP's architecture. The customized API (application programming interface) provides a truly seamless integration between all relevant NetSuite functions and B2B sales tools hosted by Elastic.

BRAND STORIES:

Successful Streamlining with Elastic & NetSuite

Elastic has seamlessly integrated with dozens of brands on NetSuite. Our ability to quickly and efficiently implement the ERP is one of the main reasons why Elastic is the preferred B2B for many brands. Here are just a few brands seeing success by integrating the two data streams:

“Elastic had a lot of the functionality we were looking for right out of the box to create a solution that we could easily integrate and rollout without a lot of customization. **Elastic’s customer interface was also very intuitive,** similar to the reason we chose NetSuite. Both platforms are easy to understand and use from the customer’s perspective while many of **our retail partners were already familiar with Elastic and advocating for us to adopt it.** ”

Joe Gaither,
Executive Vice President,
feetures

Feetures®

60%

Increase in wholesale orders that flow through NetSuite due to the adoption of Elastic

Decreased time, resources and manual data entry from both customer service and marketing department

Increased wholesale revenue

THE BIG PICTURE

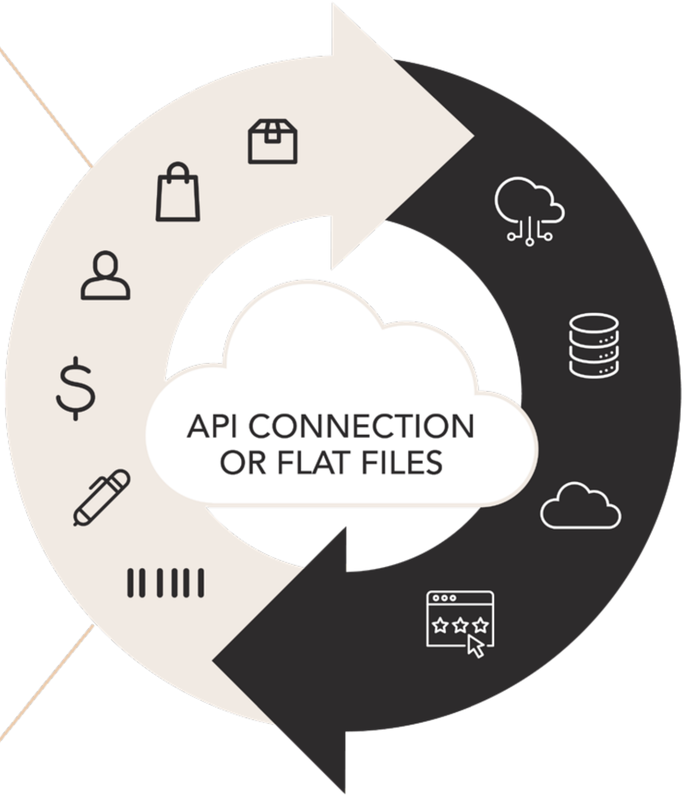
NETSUITE ADAPTER

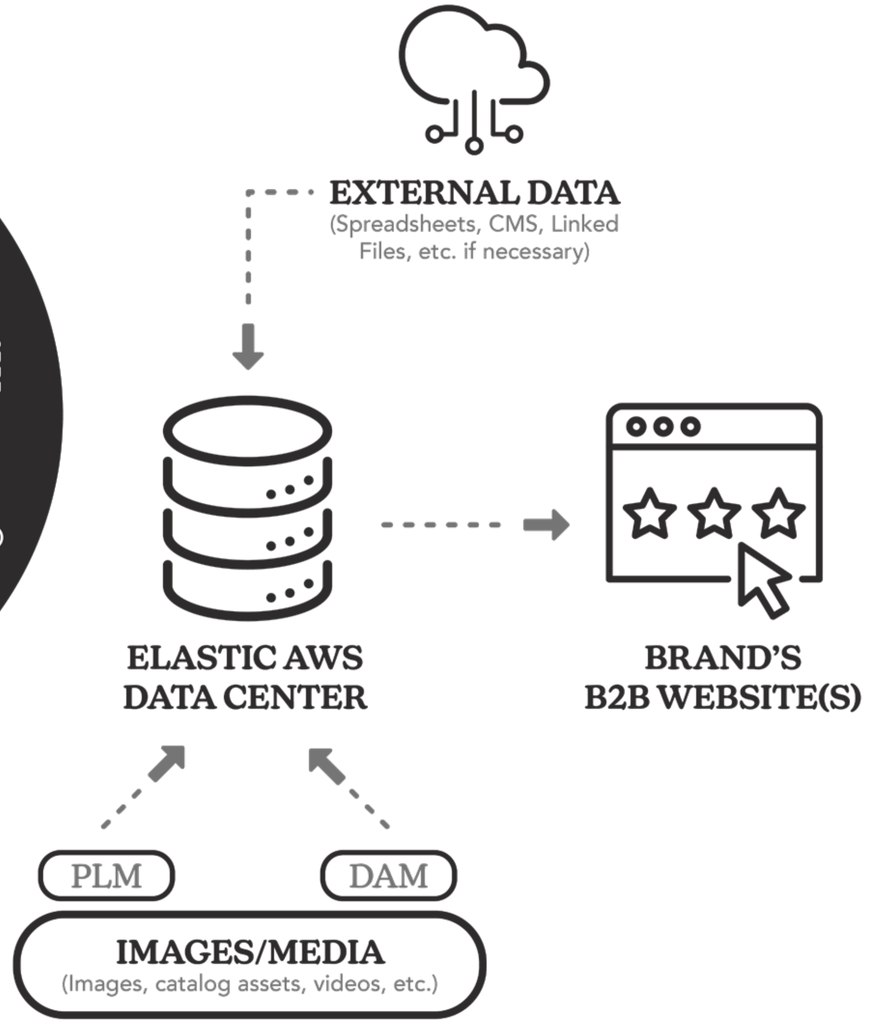
EXISTING NETSUITE DATA

- INVENTORY
- PRODUCTS
- CUSTOMERS
- PRICING
- ORDER & INVOICE HISTORY
- OTHER MASTER DATA
  (SALES REPS, SHIPS METHODS, ETC.)

ELASTIC/NETSUITE BUNDLE • CMS

- PRODUCT CATALOGS
- CATEGORY & FILTER TAGS
- DATA RELATIONSHIPS





CLIENT SUCCESS STORIES:

HESTRA

Within their first two weeks of the pre-book season, Hestra placed over 800 orders, totaling over $11 million.

Assessment & Conclusions:

Companies utilizing NetSuite's ERP solution have an exciting opportunity to take their wholesale ecommerce to an entirely new level with Elastic. Our brand-trusted, retailer-preferred B2B solutions are fully integrated with the operational data that NetSuite houses. By combining the two solutions, brands can increase sales revenue, cut operational costs and save time and resources spent on manual data entry and maintenance.

This streamlined, end-to-end, data-rich wholesale process is revolutionizing wholesale commerce because reps can sell deeper and buyers can self-serve – leading to a shift in the entire wholesale buying process.

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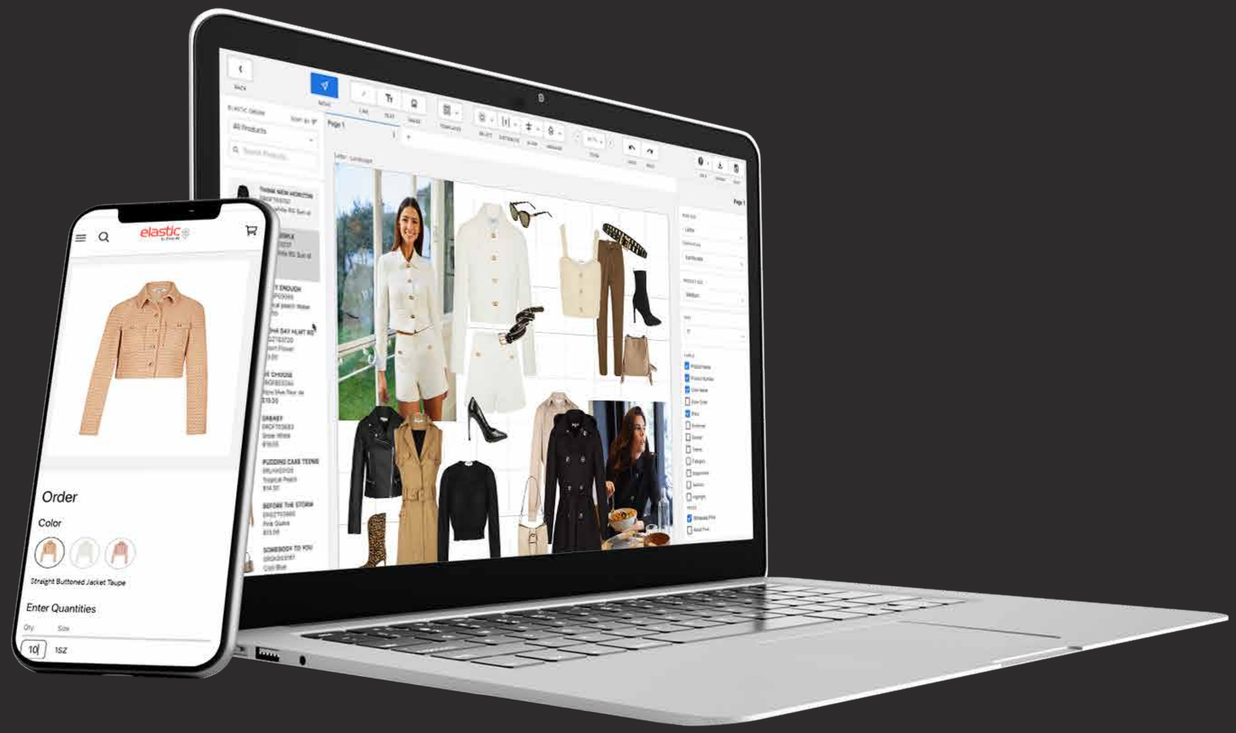
INNOVATING THE WAY BUYERS & SELLERS CONNECT

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