

A man with glasses and a red sweater is looking at a document in a home furnishings store. He is standing in front of a large cardboard box with a tablet on top. The background shows shelves with various home furnishings.

NETSUITE FOR HOME FURNISHING DISTRIBUTORS

A Unified Application to Manage Your
Home Furnishings Business



Grab a seat and enjoy.
Read Time: 6 minutes

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As big data becomes increasingly important in the home furnishings space, modernizing a business's IT environment is no longer a way to get ahead—it's a requirement to keep pace. Modern home furnishing distributors seeking to capitalize on new global opportunities need to invest in a system capable of unifying their product development, supply chains and distribution networks—whether they are pre-revenue or well-established.

To make this unified model a reality, home furnishing distributors must develop equipment and process connectivity, data analysis, and software to modernize their IT footprint. They need business data at their fingertips to make

educated business decisions on product lines, revenue channels and supply networks to be successful.

Home furnishing distributors also need an agile tech environment to capitalize on new business opportunities. Today, as businesses are pursuing new revenue streams thanks to technological advancements—home furnishing distributors are exploring new distribution channels and billing methodologies, and need technology that can keep up.

How do mismanaged business processes impact the success of home furnishing distributors?

Leading home furnishing distributors tell us that unwieldy back-office processes and outdated technology can create a number of issues that can impact long term success, including:

- **High operational costs and inefficiencies** – Time and money spent manually managing business processes instead of on meeting customer needs.
- **Inhibited business growth** – Growth goals blocked by outdated business technologies and manual practices.
- **Manual information exchange** – Disparate software applications (accounting, inventory management, HR, WMS) that do not communicate in real-time.
- **Lack of visibility into key business metrics** – No ability to report on profitability by customers or products due to disparate systems and spreadsheets.

With all of these issues, home furnishing distributors waste valuable time and energy. In today's highly competitive business environment, companies need to focus more on customer service and business strategy, and less on performing manual processes, managing disparate software systems and updating spreadsheets.

At the core of these issues impacting long-term success, we see a trend: home furnishing distributors relying on spreadsheets, aging on-premise systems, point solutions, or worse, a

NetSuite Distribution Edition offerings:

- Role-based, customizable dashboards
- Multiple entity management and consolidation
- Real-time, industry specific KPIs
- Integrated ERP, HCM, WMS, Supply Chain Management, Vendor Portals

combination of all three. With NetSuite's unified model, home furnishing companies can stop wasting time and resources managing multiple data silos while leveraging real-time visibility for insights into their business.

Successful home furnishing distributors recognize that modernizing their back-office technology is essential to capitalizing on new opportunities. Executives realize that streamlining operations is crucial to success for new product development, supplier and order management, and data-driven business decisions. In today's fast-paced business environment, having this insight can be the difference between thriving and barely surviving.

NetSuite ERP supplies a modern, complete and transparent platform for distributors to streamline back-office operations and eliminate siloed data.

Comprehensive financial management: NetSuite Financials provide end-to-end visibility into receivables and payables. Businesses are able to automate the entire order-to-cash process and streamline the procure-to-pay and record-to-report processes. As a cloud-powered platform, NetSuite also enables real-time views of key, pre-built, easily customized financial reports plus insights into budgeting, expense allocations and amortization. This, in addition to flexible revenue analysis—by customer, service or product line—allows businesses to make informed business decisions. Finally, NetSuite provides tracking for the complete fixed asset lifecycle and reporting from acquisition to depreciation to retirement of those assets.

Inventory management: NetSuite provides intelligent control over inventory replenishment, helping ensure that sufficient stock is on hand to fill anticipated orders while keeping excess stock to a minimum. NetSuite Inventory Management enables you to:

- Dynamically manage item reorder points and preferred stock levels based on average lead time, historical or seasonal-based sales demand and number of days' supply to stock.
- Reduce lag time with real-time alerts whenever stock falls to predefined thresholds.
- Avoid “stock-outs” to maintain continuity.

ORACLE NETSUITE		WHOLESALE DISTRIBUTION				
FUNCTION	BUSINESS PROCESS	WORKFLOW	BUSINESS IMPACT			
Ecommerce	<ul style="list-style-type: none"> • B2B & B2C • Digitalization • Marketplace 	Sell-Side & Buy-Side, Inventory, Pricing, Orders, Payment, Tax, Shipping, Multi-site, Syndication, Customer Experience	Omnichannel	Customer Experience	Customer Satisfaction	Supply Chain Optimization
Marketing	<ul style="list-style-type: none"> • Segmentation • Campaigns • Awareness 	Results, Efficiency, Cost Per Lead, Cost Per Revenue, Markets Defined, Markets Served, Segmentation, Lead Management	Campaign to ROI	Customer Acquisition	ROI	Marketing Effectiveness
Sales	<ul style="list-style-type: none"> • Opportunities • Pricing • CRM 	Forecasting, Pipeline, Commissions, Contact Management, Configuration, Contracts, Promotions, Strategy, Rebates	Lead to Quote	Projected Demand	Close Ratios	Rep Productivity
Orders	<ul style="list-style-type: none"> • Input Type • Orchestration • Omnichannel 	Any Channel, Any Time – EDI, Ecommerce, Direct Sales, Channel, Point of Sale, Mobile, Intercompany, B2B, Web Services	Order to Cash	Customer Profitability	Cost to Serve	Profitability by Segment
Sourcing	<ul style="list-style-type: none"> • Suppliers • Procurement • Planning 	Containers, Supply Chain Performance, Stratification, MRO, Purchase Requisition, Collaboration, Drop Ship, Demand Forecasting	Procure to Pay	Inventory Cost Management	Lead Time	Cash Flow Management
Warehouse	<ul style="list-style-type: none"> • Inventory • Fulfillment • Work Orders 	Material Handling, Pick, Pack, Ship, 3PL, Receipts, Putaway, Categorization, Fulfillment, Intelligence, Compliance, Assemblies, Value Added Services	Order to Fulfillment	Shipping Cost	Fulfillment Cost	Inventory Controls
Support	<ul style="list-style-type: none"> • Case Management • Field Service • Self Service 	Product Support, Warranty, Repair, Return Authorizations, Rentals, Service, Customer Portal, Knowledge Base	Call to Resolution	Product Issues	Support Costs	Cost to Close
MOBILITY – SUITECLOUD – FINANCIALS						
REPORTING & ANALYTICS		SUITEFLOW	GOVERNANCE RISK & COMPLIANCE	SUITECLOUD DEVELOPER NETWORK	HUMAN CAPITAL MANAGEMENT (HCM)	

“NetSuite has made us smarter, faster and more capable. It’s insanely flexible and has allowed us to grow and add new locations without ever pausing.” [Jonathon Adler](#)

Demand planning: NetSuite’s native demand planning module is specifically designed to provide the user with the ability to predict required inventory based on historical demand or sales forecasts. This innovative tool offers the right balance of powerful functionality and ease-of-use to help you manage your inventory more efficiently.

Procurement: With NetSuite Procurement, distributors can automate and streamline much of the purchasing process. Companies are able to effectively manage vendor relationships, streamline and improve the accuracy of source-to-pay processes by enforcing approvals, automate and link key transactions, and establish matching workflows to meet compliance guidelines.

Supply Chain Management (SCM): NetSuite has invested heavily into its Supply Chain Management including:

- **Product data management**, which allows for engineering change order (ECO) capabilities to manage changes that affect the supply chain.

- **Supply chain control tower**, which acts as central point of visibility for inventory across all subsidiaries/companies around the world to help schedulers, planners and buyers make the right decisions, communicate effectively with customers and suppliers, and hold just the right amount of inventory.
- **Inbound shipment management**, which enables a business ordering large quantities of product from multiple suppliers to consolidate multiple purchase orders into a single container to simplify future tracking and status updates.

Multiple entity management and consolidation: NetSuite OneWorld helps home furnishing distributors with multiple locations and subsidiaries streamline operations and provides real-time visibility at the local, regional and headquarter levels within a single system. With OneWorld, home furnishing distributors can develop standard business processes and deploy them across their divisions and subsidiaries at the click of a button.

With support for over 190 currencies, 20 languages and customer deployments in over 160 countries, country-specific accounting standards across North America, Europe and Asia, NetSuite OneWorld enables organizations to seamlessly meet the individual needs of local operations and easily adapt to the latest accounting standards and regulations.

Ecommerce: As the distribution industry trends toward direct to consumer sales and business-to-business portals, NetSuite SuiteCommerce empowers businesses to create a unique, personalized and compelling mobile and web experience.

Human Capital Management (HCM): In such a high churn industry, having the right HR system in place is critical. NetSuite SuitePeople empowers managers and HR professionals to streamline employee information, new hires, employee onboarding, payroll, promotions and compensation changes, all from a single Suite. Key features include:

- Core HR Capabilities
- Payroll
- Employee Center
- HR Analytics

Customer Relationship Management (CRM): As you grow and acquire customers, NetSuite CRM provides a seamless flow of information across the entire customer lifecycle—from lead all the way through opportunity, sales order, fulfillment, renewal, upsell, cross-sell and support. In addition to delivering a real-time, 360-degree view of your customers, NetSuite CRM mobility extends collaboration and productivity beyond the workplace. With intuitive tools that provide your mobile workforce with the ability to easily access and upload important data they need outside the office, they're empowered with information at their fingertips.

SuiteCloud Development Platform: In addition, the SuiteCloud development platform enables customized mobile applications for all unique business needs, while complementary mobile solutions from SuiteCloud Developer Network partners enable you to extend mobile functionality in such areas as field service, sales and warehousing—regardless of the mobile platform your organization uses.


A Pathway to Success

With NetSuite, home furnishing distributors are getting more than just a software package—they are getting a lifelong business partner that is committed to their success. Built with industry-based leading practices derived from nearly 20 years of collective implementation experience, NetSuite is designed to deliver value on Day One. Moreover, we take a

consultative approach—from sales to implementation to support—to ensure continuity across your lifecycle as a customer. We have a deep understanding of the challenges home furnishing distributors are facing in today’s market. As the pace of change accelerates, NetSuite is here to keep you on a pathway to success.

NETSUITE STAIRWAY FOR HOME FURNISHING DISTRIBUTORS

www.netsuite.com/furniture



	CHALLENGES		NEGATIVE IMPACT		SOLUTION
TRANSFORM	<ul style="list-style-type: none"> • Lack of insight into customer behavior • No closed-loop ROI 	→	<ul style="list-style-type: none"> • Stagnant Growth 	→	<ul style="list-style-type: none"> • Business intelligence • Marketing automation • Price and margin management
ENHANCE	<ul style="list-style-type: none"> • Inefficient inventory utilization • Consumer directed fulfillment • Service cross sell and upsell 	→	<ul style="list-style-type: none"> • Poor use of working capital 	→	<ul style="list-style-type: none"> • Warehouse Management (WMS) • Field service
INNOVATE	<ul style="list-style-type: none"> • Lack of visibility into the supply chain • Inability to expand channels • Order inefficiency and inaccuracy 	→	<ul style="list-style-type: none"> • Customer attrition 	→	<ul style="list-style-type: none"> • Supply Chain Automation (SCM) • Bar coding
EXPAND	<ul style="list-style-type: none"> • Lack of visibility into the supply chain • Inability to expand channels • Order inefficiency and inaccuracy 	→	<ul style="list-style-type: none"> • Market share loss 	→	<ul style="list-style-type: none"> • B2C and B2B commerce (B2X) • Supplier-customer experience • Work orders and assemblies
REMEDiate	<ul style="list-style-type: none"> • Finance misery with close and audit • Lack of order orchestration • Lack of inventory visibility • Inconsistent customer care • Manual processes • Legacy platform 	→	<ul style="list-style-type: none"> • Revenue loss due to over-promising and under-delivering • Inability to scale 	→	<ul style="list-style-type: none"> • Financial (FMS) • Order management • Inventory • CRM • Operational BI

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