Meet

NetSuite
Campus Store
Edition

Omnichannel Cloud Retail
Management System and
Delivery for Campus Stores

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Today's consumer is looking for quick, easy and convenient ways to purchase, and they have plenty of options to choose from—used books on Amazon, branded merchandise from Football Fanatics—all ordered from your phone and delivered to your door the next day. So what does that mean for campus stores? What are you doing to not only stay relevant, but differentiate yourselves in today's ever changing, ever competitive landscape? Many campus stores today are limited in their ability to compete by aging systems, inconsistent data and employee impediments. Legacy systems are boat anchors holding retailers back on delivering more engaging experiences. To stay relevant, institutions must transform themselves with connected systems that enable delivery of exceptional customer experiences.

Industry Leading Software Alone is Not Enough

An award-winning software solution alone will not run your business. It takes a team to do that. In addition to selecting the best cloud solution on the market, it takes smart and dedicated people leveraging their business acumen and leading practices to build a brand, expand and scale the business profitably over time. Brands must be agile in a highly competitive landscape and bring near-constant innovation into their businesses to keep pace with customer expectations.

The same is true for your business solution partners. It takes a team of professionals tightly focused on your business sector to deliver a truly competitive platform. That's why NetSuite has sales, marketing, solutions consultants, software development and professional services, professionals innovating, building, selling and delivering the best solution experience on the market.

The way students shop today is vastly different than it was ten, or even five, years ago.

NetSuite Whole Offering

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"The idea that we could build our whole retail enterprise around our customers instead of our processes with NetSuite was really appealing to us."

Erin Olinick, CIO, University Book Store

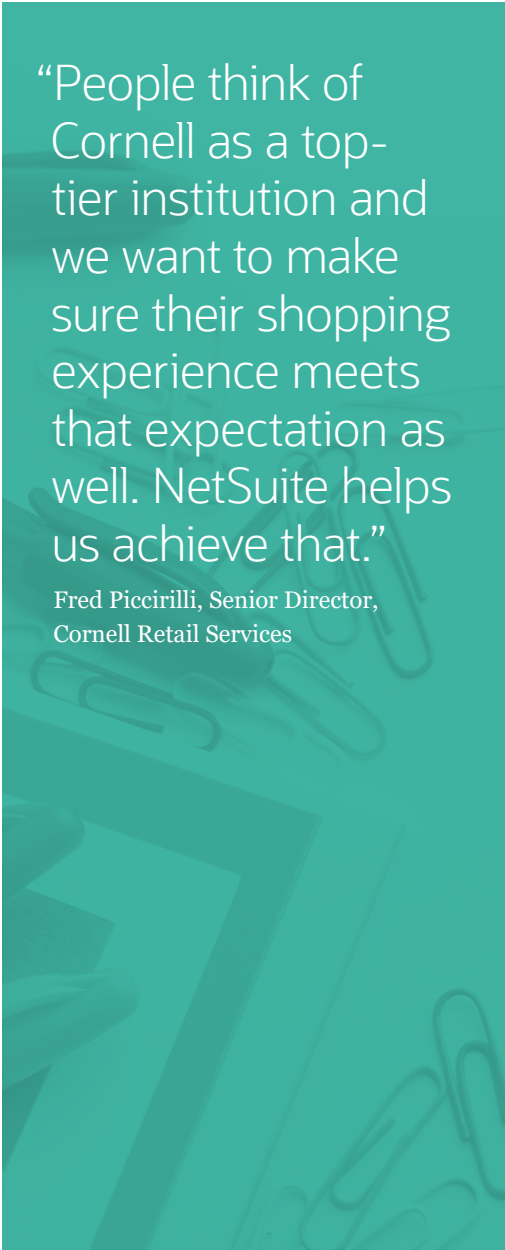# Built and Delivered With Industry Experience

With thousands of customers in the retail industry, we have deep experience working with companies like yours. NetSuite has taken this industry expertise and adapted it to meet the unique business challenges of a campus bookstore. Combine this industry expertise with the leading practices developed by our dedicated campus store professional services team, we help our customers transform their businesses to develop competitive advantage in the marketplace.

Key Benefits

Deliver the ideal customer experience by phasing out costly, outdated and unruly systems and by using a prescribed stairway methodology.

Maximize time-to-value with NetSuite's Whole Offer; combining NetSuite with strategic services, partnerships and value-added products for a complete end-to-end solution.

Optimize business processes with tailored features, designed to meet the dynamic needs of campus stores.

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> "People think of Cornell as a top-tier institution and we want to make sure their shopping experience meets that expectation as well. NetSuite helps us achieve that."
>
> Fred Piccirilli, Senior Director, Cornell Retail Services

Product Designed With Your Business in Mind

NetSuite's Campus Store Edition is designed to give your team the tools it needs to monitor the business, enabling faster and better decision-making while improving customer experience and your bottom line. The campus store solution was designed and built with the help of many of our customers. This involves an iterative design process that directly includes the customers in the design of the solution and allows them to preview the user experience to see exactly how each user interface and process will look and function. During this process, we identified and pre-configured many key roles within a bookstore environment, and the system can be easily adapted to meet additional needs of your business if required. The result is a complete, end-to-end retail management system tailored to the needs of tomorrow's campus store.

Pre-Configured Dashboards and KPIs

Each user is presented with a unique home dashboard that has been designed to present only the information that is required for that role to perform their daily tasks most efficiently. The dashboard serves as your central hub of information complete with pre-configured alerts, KPIs, reminders and report snapshots—all of which are updated in real-time.

Unified Omnichannel Commerce

In the modern economy, campus stores need to be able to sell their products through multiple channels, but how exactly do you accomplish this? Meet the retailing needs of omnichannel shoppers with a modern commerce solution that enables you to streamline and accelerate the transaction process, while also delivering personalized customer service. With a 360-degree view of the customer and enterprise-wide, real-time inventory visibility, NetSuite provides the omnichannel capabilities required to easily deliver a unified shopping experience and build strong customer loyalty. Working together, NetSuite's modern retail POS and ecommerce platform enables you to bridge the gap across channels to fully service and satisfy your customers.
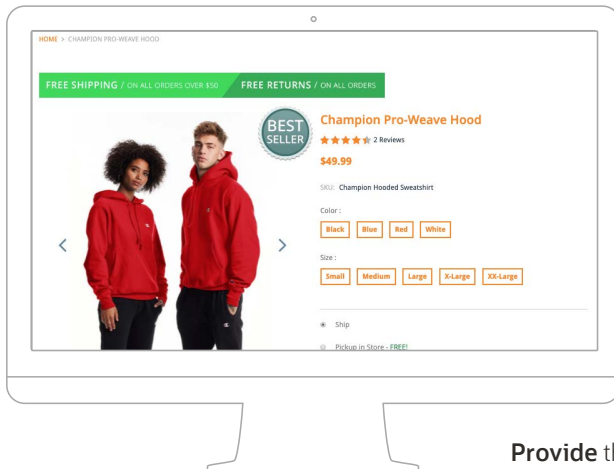
Provide the Same Shopping Experience Across any Device

"Since moving to NetSuite, our average order value has jumped 30% across in-store and online. We're also able to be more responsive to analyzing the data."

Alex Lyons, CIO, The Duck Store

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Allocate orders and reserve inventory between customers.

Offer true omnichannel: Buy, return, fulfill from anywhere.

Reduce out-of-stocks with accurate inventory visibility across all channels.

Fulfill orders faster, optimize shipments with rules to automatically fulfill orders based on preferences such as nearest warehouse, shipping price or stores with excess inventory.

Quickly move merchandise and eliminate timely manual entry of transfer and replenishment orders with quicker, bulk transfers of inventory across multiple warehouse and retail locations.

# Real-Time Global Inventory and Order Management

Everything in NetSuite is updated and available globally in real-time. Everyone in your company will be on the same page in terms of inventory position, availability and commitments. Achieve the perfect product assortment, tear down inventory silos, avoid stock-outs and deliver on promises with a unified instance of merchandise data across all channels. Finally, put an end to drastic markdowns on excessive stock and free up cash flow tied up in tired inventory. NetSuite's inventory and order management capabilities allow you to understand your bottom line costs while maintaining the right mix of merchandise across the business.

Real-Time Inventory (Quantity on Hand, Quantity Committed to Orders, Quantity Available, Inventory Cost and Valuation) by Location

Financials and Accounting

Today, many businesses in the industry rely on multiple point solutions that can't achieve all their financial reporting needs. Because of this, companies leverage tools such as Excel to piece together and view financial and accounting data. This static data makes it nearly impossible to obtain accurate insights into the business and often results in data prone errors. The outcome requires significant amounts of time wasted on building reports, and most importantly it hinders the ability to make an intelligent decision. Additionally, the lack of accurate data across the organization can affect all departments, resulting in problems such as restricted cash flow as well as lengthy and inefficient period-end close process. NetSuite's cloud-based single platform architecture ensures complete real-time visibility into the financial performance of the business from a consolidated level down to the individual transactions. It seamlessly integrates with all NetSuite order management, inventory, CRM and ecommerce functions to streamline critical processes and deliver the best outcomes for your business.
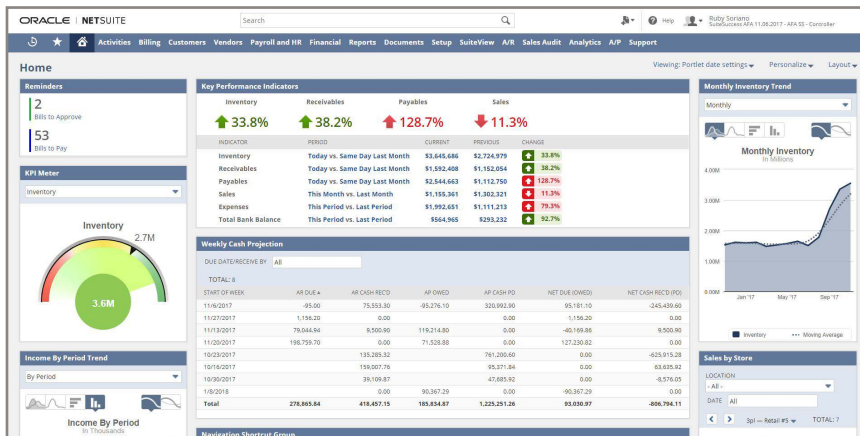
Keep a Pulse on Finances with the Controller Dashboard

Key Benefits

Eliminate data prone errors with out-of-the-box reports and a robust reporting engine.

Automate collections, billing, invoicing and approval workflows.

Drill down deeper from historical data to the transaction level to gain more insight.

Drive financial excellence with real-time reporting.

Eliminate billing errors, strengthen revenue recognition processes and drive fulfillment accuracy and efficiency processes.

Close out your books faster.

Improve visibility into costs, revenues and margins.

"The Co-op in our over 120-year history has been in a lot of different businesses, and we think our system is flexible enough to support the next thing that reveals itself."

Leslie Smith, VP of Marketing and Merchandising, University Co-op

CRM and Marketing

To be successful, retailers must deliver timely and relevant communications. The marketing team needs access to data such as customer preferences, purchase history and geo-location to segment and deploy intelligent campaigns. NetSuite CRM delivers powerful CRM capabilities, marketing automation, customer support and service, ecommerce, and flexible customization, all in a single cloud CRM solution. And unlike typical CRM solutions, NetSuite CRM includes powerful sales performance management, order management and omnichannel management. NetSuite CRM provides a seamless flow of information across the entire customer lifecycle.

Key Benefits

Elevate productivity across the organization with a 360-degree view of your customers.

Improve sales performance through forecasting and upsell.

Build intelligent campaigns around tradeshows, seasons, products or promotions.

Automate communication with triggered emails to notify customers when an item they purchased online is available for store pick-up.

Engage customers, both B2B and B2C, from anywhere, on any device with one unified cloud platform.

Track customer issues and process product warranty service and returns.

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"Being able to fulfill orders more quickly because of better inventory management is allowing us to stay competitive with the Amazons of the world."

Alex Lyons, CIO, The Duck Store

Academic Materials Management

The core of the campus store is course materials; and providing an exceptional experience for student, sales associate and procurement manager is crucial to being competitive in the marketplace. NetSuite's Campus Store Edition includes sophisticated functionality to enable a seamless experience from sourcing to buyback each term. Through native functionality and strategic partner integrations, NetSuite offers best-in-class course materials management, including: adoptions, buybacks, rentals and chargebacks.

- Calendars – Organize your environment based on a school's academic calendar and your configured preferences. Including return restrictions, rental settings, online display settings and more.
- Curriculum Management – Manage a running list of Departments and Courses for one or multiple schools, including enrollment data and Course status.
- Customer Attributes and Data – Manage student and faculty information, including school IDs, contact information and qualifications for Rental Eligibility. Store registered courses by student, books rented by student, books sold back by student all in addition to our core CRM.
- Adoptions – Master list of adopted items for each Course.
- Item Manager – Use the provided historical sales and purchasing data for each adopted item to help you make buying decisions for the upcoming term.
- Want List – A configurable report of all Open to Buy items.
- Pubnet – Send Purchase Orders from NetSuite to your vendors' Pubnet mailboxes, and receive corresponding confirmations, shipping notices and bills.
- Chargebacks – Automatically generate vendor returns based on your current quantities of excess inventory and manage multiple return policies for each vendor.
- Rentals – End-to-end rental visibility, from the original sale to the customer through to rental returns, track rental due dates and auto-charge customers for unreturned rentals.
  - Digital Course Materials – NetSuite's digital framework has partnered with leading industry vendors, VitalSource and Redshelf with capability to support other vendors as needed, to distribute digital course materials in an omnichannel environment. This includes catalog sync—which automatically creates and updates digital items and prices in the Item Master.

Digital sales and returns online & in-store with configurable communications and a reconciliation process to validate the sales.

- **Redshelf** – Manage Redshelf digital items through NetSuite's Item Master. Manage CEI digital items through NetSuite's Item Master.
- **Item Acceptance** – Manage the end of term rush using a single module for rental returns and buybacks, with cash distributions options or a NetSuite store gift card with configurable incentivizing bonus.
- **Buybacks** – Complete Retail buybacks for Open to Buy items, including an additional speculative pricing tier, and Wholesale buybacks on behalf of your vendors.
- **Inventory Management** – Designate multiple stores' inventory as available for web sales and isolate inventory for in-store sales to maintain proper stock levels.
- **Verba Compare** – Utilize the Verba set of tools directly in NetSuite. Our bookstore management system is integrated to VerbaCompete for pricing updates, VerbaCompare for online comparison tools on your e-commerce site, imports for VerbaCollect adoptions, and importing financial transactions from VerbaConnect for inclusive access programs.
- **Store Pickup** – Designate one or more store locations as available for web order pickup.
- **Student Manager** – Manage student curriculum data and provide customized booklists to students, at kiosks, online, printed at Point of Sale or through the back office.
- **Tenders and Refunds**
  - **On Account** – Allow customer to purchase on a store account and pay later.
  - **Department Charge** – Allow customers to purchase on behalf of a school department.
- **Payers** – Submit Department Charge invoices to corresponding university payers.

Item Manager Item information and quantity to purchase calculations.

"We can't compete on price with some of the giants so where we have beat everybody is in customer service, and NetSuite allows us to do that."

Arlyn Schaufler, CEO, The Duck Store

You're in Great Company

NetSuite's depth of experience in the retail industry, coupled with its industry-specific solutions, transforms the way NetSuite builds, sells, delivers and supports the business needs of institutional organizations. We've tailored the best of NetSuite's products and professional services and built strategic partnerships to deliver a whole offer solution to meet the dynamic needs of today's modern retailer. Over 20,000 customers around the world are transforming their businesses with NetSuite. Your company can too. We've got deep experience working with businesses just like yours.