The Portal People
integrated ebusiness

Oracle NetSuite B2B eCommerce Integration

Knowledge Series

Table Of Contents

In the fast-paced world of B2B eCommerce, businesses need powerful and flexible tools to keep up with customer demands, manage inventory, and maintain smooth financial operations. Oracle NetSuite is one of the most comprehensive cloud-based ERP systems, offering various functionalities for businesses of all sizes. By integrating NetSuite with a B2B eCommerce platform, companies can ensure real-time data synchronization, improve customer experience, and drive operational efficiency. Here's an in-depth look at how NetSuite supports B2B eCommerce.

Who Are NetSuite?

Oracle NetSuite is one of the leading providers of cloud-based business management software, specializing in Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), financial management, and eCommerce solutions. Founded in 1998, NetSuite was one of the first cloud-based ERP solutions. In 2016, it was acquired by Oracle, solidifying its position as a robust enterprise solution for growing and mid-market companies.

Today, NetSuite supports businesses in over 200 countries and territories offering a scalable, integrated platform that helps companies automate key business processes and manage their operations in real-time. The system is popular among businesses looking for a unified solution that covers everything from financials to inventory management, CRM, and eCommerce.

What Is Oracle NetSuite?

Oracle NetSuite is a cloud-based Enterprise Resource Planning (ERP) solution designed to help businesses manage their financials, supply chain, inventory, customer relationships, and more from one unified platform. Unlike on-premise ERPs, NetSuite is fully hosted in the cloud, making it accessible from anywhere and offering real-time visibility into every aspect of your business.

Key Features of Oracle NetSuite

Financial Management: NetSuite automates core accounting and finance functions, including invoicing, billing, and revenue recognition.
Supply Chain Management: It supports demand planning, procurement, production, and inventory management to help businesses streamline their supply chain.
CRM: NetSuite's CRM functionality allows businesses to manage customer relationships and provide superior customer service.
eCommerce: NetSuite offers native eCommerce capabilities through SuiteCommerce, allowing businesses to run their online stores and manage omnichannel retail in a unified platform.
Customizable: The system is highly customizable, allowing businesses to tailor the platform to their needs and industry requirements.

Integrating NetSuite with a B2B eCommerce Platform

Integrating Oracle NetSuite with a B2B eCommerce platform can be a game-changer for businesses looking to improve operational efficiency and provide a seamless experience for their B2B customers. With NetSuite businesses can manage their backend operations like inventory, finance, and order processing while leveraging a B2B platform for customer interactions and transactions.

Here's how an integration with NetSuite could enhance a B2B eCommerce platform:

Customer-Specific Pricing: For B2B transactions, businesses often have unique pricing structures for different customers based on contract terms or volume discounts. By integrating NetSuite with a B2B platform, you can ensure that the correct pricing is displayed to each customer, pulled directly from NetSuite's pricing data.

Inventory Management: Real-time synchronization of inventory levels between NetSuite and your B2B eCommerce platform ensures customers see accurate stock availability. This prevents issues like over-ordering or delayed shipments, enhancing customer trust and satisfaction.

Account and Order Management: B2B customers often need to view their order history, and account balances, and make repeat purchases. NetSuite integration allows you to offer these features by pulling customer account data, transaction history, and order details from the ERP system to the eCommerce platform.

Order Fulfilment: By integrating NetSuite's order management system with a B2B platform, businesses can automate the order fulfilment process. This includes real-time order updates, shipping details, and back-order management, which creates a more efficient and customer-friendly experience.

Multi-Currency and Global Support: For businesses operating in multiple countries, NetSuite offers built-in support for multi-currency transactions, tax compliance, and local accounting standards. This global capability can be seamlessly integrated into your B2B eCommerce platform to serve customers across regions with ease.

The Process of Adding B2B eCommerce to a Business Using NetSuite

For businesses using NetSuite, integrating a B2B eCommerce platform can be done through a structured process.

Here's a step-by-step guide:

Assess Your Needs: Identify the key functionalities you need from a B2B eCommerce platform. Consider elements like customer-specific pricing, order management, and integration with existing financial and inventory systems. Your chosen platform should support seamless integration with NetSuite.

Select a B2B eCommerce Platform: Choose a B2B eCommerce platform that can be easily integrated with NetSuite. SuiteCommerce, NetSuite's native eCommerce solution, is a strong option as it offers out-of-the-box integration. Alternatively, you can integrate with third-party B2B platforms such as our own solution which may offer more customization or industry-specific features.

Consult a NetSuite Integration Specialist: Engage with a NetSuite partner or consultant to help configure and customize the integration according to your business needs. This step ensures that both systems (NetSuite and the eCommerce platform) communicate effectively and that data is synchronized in real-time.

Data Mapping and Synchronization: Set up the integration to synchronize critical data between the ERP and B2B eCommerce platform. This typically includes customer records, pricing, inventory levels, orders, and account information. The goal is to maintain a single source of truth across both platforms.

Test the Integration: Before going live, test the integration thoroughly to ensure that all data flows correctly. This includes testing customer interactions (login, pricing display), order processes, stock levels, and account management features.

Launch and Optimize: Once testing is complete, launch the B2B eCommerce platform. Post-launch, monitor the system for issues and optimize workflows to ensure a seamless customer experience.

Conclusion

Integrating Oracle NetSuite with a B2B eCommerce platform provides businesses with a unified, real-time solution to manage their operations efficiently. Features like customer-specific pricing, real-time inventory updates, and streamlined order management, enable businesses to offer a superior experience to their B2B customers while optimizing internal processes.

NetSuite stands out for its scalability and global capabilities, making it a top choice for growing and mid-market businesses. By following a structured process to integrate B2B eCommerce with NetSuite, companies can drive digital transformation, enhance customer engagement, and streamline business operations.

Further Reading

Oracle NetSuite Official UK Site:
https://www.netsuite.co.uk/portal/uk/home.shtml