

WHITE PAPER

Upgrade Your Ecommerce Solution





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Read Time: 3 minutes

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Making the Move to SuiteCommerce

You know firsthand the benefits of having a unified cloud platform. NetSuite's Site Builder ecommerce solution integrated with your NetSuite back-end business systems lets you optimize your business operations and provides you with an ecommerce site where customers interact with your brand.

As customers' online shopping preferences have become more sophisticated over time, is your Site Builder site still able to support the types of online experiences your customers expect? Perhaps it's time to look at SuiteCommerce, NetSuite's flagship ecommerce solution.

SuiteCommerce is ideal for organizations that need a turnkey ecommerce experience and have limited IT resources. SuiteCommerce supports the needs of both B2C and B2B ecommerce from a single platform. With its unlimited design flexibility, you can create B2C sites that deliver relevant, engaging experiences consumers expect. Your B2B sites can offer a B2C-like customer experience with added functionality designed specifically for the unique requirements of business users. And since the same ecommerce platform supports both B2C and B2B sites, you can develop new channels and business models with a dramatically lower investment and without the need to maintain separate systems.

With SuiteSuccess for SuiteCommerce, NetSuite's engagement methodology, you can launch a full-featured web store within 30 days. The SuiteSuccess approach makes replatforming painless by migrating catalog, website images and product descriptions from Site Builder to SuiteCommerce with a simple and straightforward process. SEO experts provide site migration strategies that not only maintain your current search rankings, but potentially surpass your previous performance. Additional onboarding support is available post-implementation to help your team navigate your new ecommerce solution.

"The idea of 30 days to launch our online store was super intimidating at first, but the timeline and price was right. It all came together and the end result was outstanding."

**Cory Waite, Ecommerce Marketing Manager,
Lindemann Chimney**

Benefits of SuiteCommerce

Software-as-a-Service Architecture

Never migrate your commerce solution again. SuiteCommerce is a SaaS (Software-as-a-Service) multi-tenant cloud solution. Your site is easy to maintain, and you can take advantage of new features and updates made automatically available with every release.

Rich and Engaging Shopping Experience

Make it easy for shoppers to find, learn and buy your products with a host of features, including an enhanced image gallery, product comparisons, faceted navigation, advanced site search, social sharing and ratings and reviews. You can help B2B buyers manage all aspects of their business relationship, such as online quote requests, view account balances and make payments against invoices.

Mobile

Fully optimized for mobile, SuiteCommerce uses responsive design to allow you to create content once and automatically adjust site screen sizes and capabilities for different devices.

Site Management Tools

Drag-and-drop site management tools allow business users to edit pages and manage content without the help of a developer. Work on changes

to your site and then schedule when the changes go live or publish them immediately. All revisions are tracked and auditable.

Search Engine Optimization

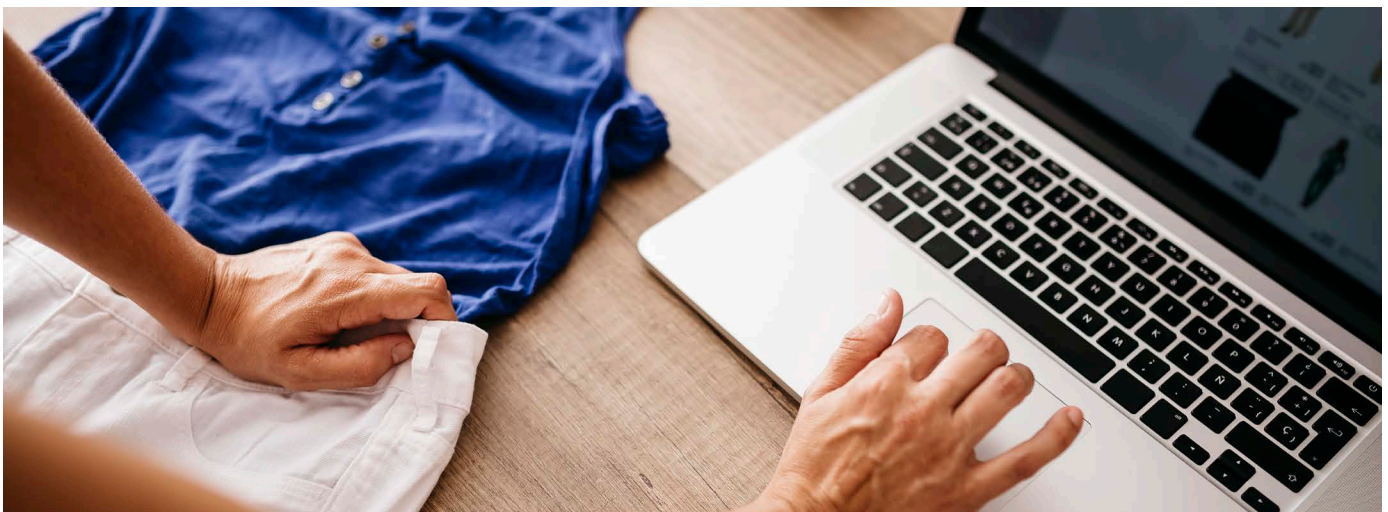
There are always concerns about maintaining your search ranking when migrating to a new ecommerce site. SuiteCommerce allows you to easily add 301 redirects to ensure all legacy URLs are handled appropriately. And with native features such as JSON-LD structured data, optimized page structure templates and SEO-friendly URLs, SuiteCommerce provides all the tools you need to ensure that your SEO continues to grow.

Security

Site Builder only offers secure checkout, but on SuiteCommerce, the entire shopping experience is secure with HTTPS support and PCI compliance. All SuiteCommerce sites include automatically renewing TLS certificates.

Site Performance

A single domain across the shopping and checkout experience, a content delivery network (CDN) and the client-side single page application all contribute to a fast, scalable SuiteCommerce site. SuiteCommerce storefronts load almost twice as fast as Site Builder sites, translating to fewer bounces and higher sales.



Compare SuiteCommerce and Site Builder

	SuiteCommerce	Site Builder
Architecture	Service-oriented architecture Client-side single-page application	Server-side architecture
Design	Client-side theme-based templates enable responsive design capabilities and unlimited layout control. Theme templates provided for the entire web store: My Account, Catalog and Checkout.	Server-side, theme-based templates provided for each portion of a page or create your own template. Reference templates only available for My Account and Checkout.
Site-Search	Elastic search-powered site search provides keyword search, fuzzy matching, type ahead recommendations and ability to customize search criteria settings.	Basic keyword search
Navigation	Faceted navigation optimizes the finding of products by narrowing items by categories and attributes such as price and color.	Category navigation (static links)
Dynamic Merchandising	Related and correlated items supported to enable the presentation of upsells, cross-sells and related products based on sales data as well as merchant-driven rules, such as location, browsing behavior, items in cart, bestsellers or higher margins.	Related and correlated items supported to enable the presentation of upsells, cross-sells and related products based on sales data.
Site Management	Front-end WYSIWYG drag-and-drop site management tools.	Basic capabilities Layout/templates created and driven via NetSuite records.
Secure Shopping	HTTPS support across the entire site.	HTTPS support for checkout only.
Single Domain	One domain across shopping and checkout.	Separate shopping and checkout domains
Performance	Single-page architecture utilizing AJAX, file minification and Akamai CDN.	None

