

# CHANNELADVISOR AND ORACLE + NETSUITE AUTOMATE MULTICHANNEL COMMERCE

ChannelAdvisor and Oracle + NetSuite have allied to help businesses achieve multichannel success through new online sources of demand such as Amazon, Catch, eBay, Google, Jet, MyDeal, Pinterest, Walmart and many more.

## Who is ChannelAdvisor?

ChannelAdvisor offers retailers, manufacturers, wholesalers and distributors leading cloud-based solutions to efficiently manage and automate the online selling process across multiple channels, including third party marketplaces and digital marketing channels such as paid search and comparison shopping engines. ChannelAdvisor's robust software eliminates the tedious day-to-day tasks of optimising online listings and analysing performance, allowing sellers to successfully scale their e-commerce businesses.

Retailers can send their product catalogue to ChannelAdvisor (via the NetSuite Connector) and configure the ChannelAdvisor system to automate listing creation and management across marketplaces like Amazon, eBay, Newegg, Walmart, Overstock, Rakuten and more - as well as digital marketing channels such as Google, Bing, Facebook, Pinterest, PriceGrabber and more.

### Benefits of the ChannelAdvisor Platform include

- Unified platform to manage your presence on marketplaces, Google Product Listing Ads (PLAs), paid search engines, comparison shopping sites, social media and more
- Single integration point for product data and orders
- Data transformation engine that optimises your data for more conversions
- Reporting capabilities to track performance by channel and even by product

## How Does ChannelAdvisor Work with Oracle + Netsuite?

The ChannelAdvisor NetSuite Connector allows a NetSuite customer to use ChannelAdvisor solutions without additional integrations. The Connector will send new and updated product information (including all attributes, price and quantity) from NetSuite to ChannelAdvisor, insert orders received from marketplaces like eBay and Amazon into NetSuite for fulfilment, and send shipment details entered in NetSuite back to ChannelAdvisor.

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The biggest benefit is how easily customisable it is. We don't have to contact anyone for support or wait overnight for an emergency update. We can update it manually and it works seamlessly across all the countries where we sell. We can increase our sales without hiring more people

— David Madoch  
e-commerce Director, Toynk Toys

ChannelAdvisor excels at connecting retailers and manufacturers with multiple online channels. The joint NetSuite/ChannelAdvisor solution allows NetSuite customers to extend their online reach, drive more traffic and increase sales using ChannelAdvisor's expert solutions

— Andy Lloyd  
NetSuite General Manager of Commerce Products

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## Key Features:



### Products & Inventory

Your entire NetSuite product catalogue, or any subset, automatically updates in ChannelAdvisor every night (or on demand), while inventory and price levels update every 15 minutes to ensure accuracy.



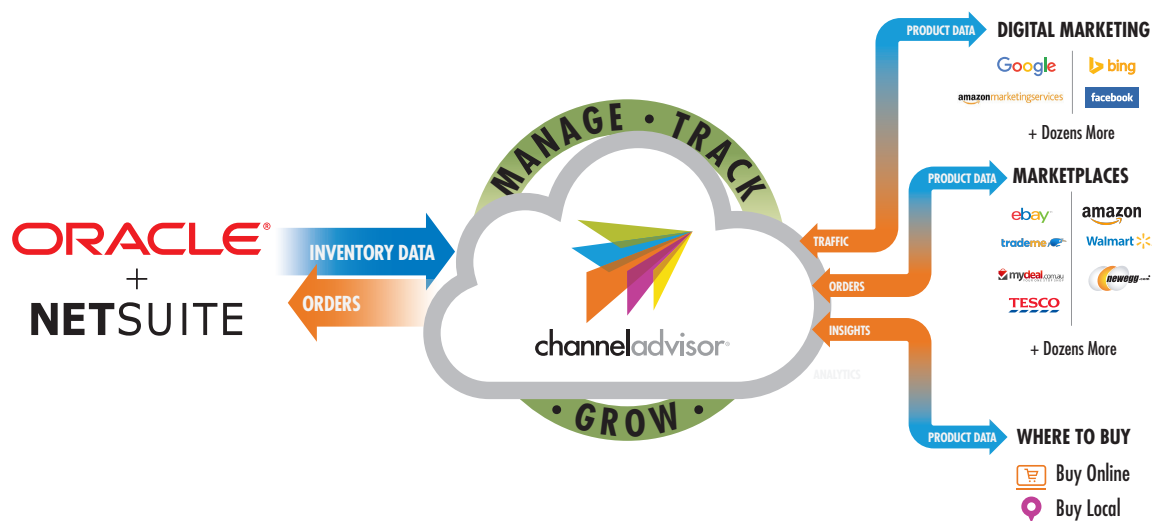
### Orders

All of your orders from marketplaces automatically sync from ChannelAdvisor into NetSuite every 15 minutes, which allows you to manage them like any other NetSuite order. This means that merchants can manage and fulfil marketplace orders directly in NetSuite, along with their webstore or brick and mortar store orders.



### Shipping Information

Tracking uploads to marketplaces like Amazon, eBay, Newegg, Walmart, Overstock, Rakuten and more is extremely important, so all shipping information created in NetSuite will automatically upload to ChannelAdvisor every 15 minutes. ChannelAdvisor then updates the orders on each marketplace with tracking.



## Connect and optimise the world's commerce

ChannelAdvisor is a leading provider of cloud-based e-commerce solutions that enable retailers and branded manufacturers to integrate, manage and optimise their merchandise sales across hundreds of online channels including Amazon, Catch, eBay, Facebook, Google, MyDeal, Walmart and more.