

# Merchant Connector for NetSuite

Fully Integrated Third-Party Ecommerce Platforms with NetSuite



## Take Advantage of NetSuite and Sell on Leading Online Storefronts

For online merchants, the key to success is continually finding new ways to expand their online presence and increase sales. Now there's a fully integrated solution from Celigo that lets you take advantage of NetSuite's leading on-demand Accounting/ERP application and sell your products on additional third-party eCommerce platforms such as Amazon.com, Buy.com, eBay (coming soon), ChannelAdvisor, Magento, AspDotNetStorefront, and Yahoo! Stores Merchant Solutions.

### Key Features

Using Celigo's Merchant Connector, online merchants can leverage their existing NetSuite investment by selling the same products that are managed in NetSuite on various third-party ecommerce and marketplace platforms. The result is a fully automated, integrated solution that combines the powerful back-office features of NetSuite with an array of proven third-party platforms.

#### Centralized Item Master

With the Merchant Connector, NetSuite is the system of record for items. You can easily designate which NetSuite items you want to sell on specific third-party ecommerce platforms, like Amazon and Magento. The Connector streamlines catalog maintenance by automatically creating and updating items in the third-party platforms. Beyond the standard item exports, the connector supports advanced flows such as NetSuite Kits to Magento Bundles and matrix items to platform specific product types.

#### Capture Orders on Multiple Online Channels

Once orders are placed on the third-party ecommerce platforms, the Merchant Connector automatically imports your orders into NetSuite for fulfillment; if a matching customer is not found in NetSuite, the Connector also creates a new customer record in NetSuite on the fly.

#### Streamline Your Fulfillments

Once your external orders are created in NetSuite, you can use NetSuite's ERP functionality to streamline and control your order fulfillment processes. As orders are fulfilled in NetSuite, the Merchant Connector automatically exports the fulfillment information back to the third-party ecommerce platform so that your end customers have full visibility into the status of their orders.

#### Automatically Update Inventory Levels

The Merchant Connector automatically updates inventory levels in third-party ecommerce platforms with current inventory levels in NetSuite, ensuring that orders placed in the external systems can actually be fulfilled.

### KEY BENEFITS

- > Expand your online business by selling through multiple channels.
- > Fully automate the updating of items, inventory, sales orders, and fulfillments between NetSuite and your third-party ecommerce platforms
- > Manage the Merchant Connector from a centralized user interface within NetSuite that provides complete visibility into all aspects of the integration
- > Uninterrupted service through a SaaS subscription model

“ As our division of The Music Shop's business is conducted 100 percent online, data management, flow and integrity is paramount to successful operations. A critical part of our move to NetSuite was the successful automated integration of all our sales channels into the one ERP/CRM system. Our decision to work with Celigo was simple—they offered in-depth working knowledge of the NetSuite application, along with the tools to connect our current sales channels: Magento based Web store, Channel Advisor for eBay, and Amazon. The result is a centralized work flow for our internal operations and sales management. This has consolidated our staff resources, simplified and centralized workflow, and added greater clarity to our operations as a whole. ”

— Michael Carlisle  
Manager, The Music Shop Online

## Returns and Refunds

The Magento connector supports returns and customer refunds. You may refund a customer from NetSuite or Magento and the connector will ensure that both systems remain in sync. Refunds issued for returns authorized in NetSuite, will sync to Magento with explicit reference to the RMA number.

## Supported Third-Party Ecommerce Platforms

### Channels

**Amazon Seller Central** : Amazon.com's online marketplace, which allows sellers to offer their products alongside Amazon's offerings.

**ChannelAdvisor MarketplaceAdvisor** : Manage multi-channel sales on platforms such as eBay, Amazon.com, and Buy.com, as well as all major comparison shopping engines.

### Web Stores

**Magento** : Feature rich, professional open-source eCommerce solution that offers merchants complete flexibility and control over the look, content, and functionality of their online stores. Supports Magento Community, Professional, and Enterprise Editions. Multi-site support also available (additional charges may apply).

**Yahoo! Store** : Whatever you sell, Yahoo! Can increase your sales revenue with a friendly, easy-to-use online storefront.

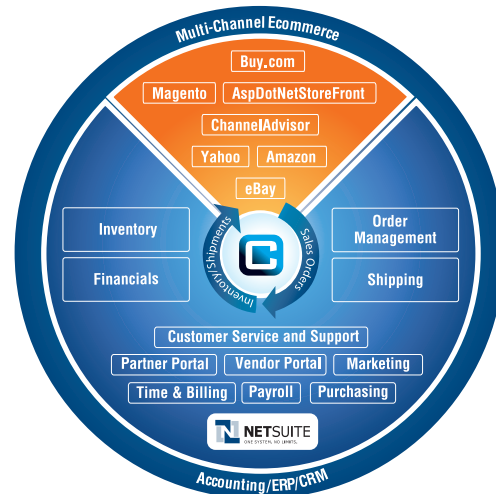
In addition to the standard connectors listed above, Celigo has integrated eCommerce platforms including **Buy.com**, **eBay**, **AspDotNetStorefront**, **Demandware**, **Web Cube** and **Venda**. These solutions are available in our Solutions Repository to be customized and adapted to your business needs. Please speak to a Celigo sales representative to learn more about the Solutions Repository.

The screenshot shows the Celigo integration interface. It includes an Amazon Control Panel with options like 'Update Amazon Password', 'Import Sales Orders', and 'Export Fulfillments'. Below it is a Celigo Control Panel with 'Refresh Integration Caches' and 'Refresh Integration Mappings'. The main area displays two tables of job logs:

Job Date	Scenario	Number Errors	Number Imported
193 2/25/2010 7:05 pm	Sales Order Import	0	1
192 2/25/2010 7:02 pm	Sales Order Import	1	0
191 2/25/2010 5:09 pm	Sales Order Import	1	0
190 2/25/2010 3:57 pm	Sales Order Import	1	0
189 2/25/2010 3:53 pm	Sales Order Import	1	0
188 2/25/2010 3:46 pm	Sales Order Import	1	0
187 2/25/2010 3:44 pm	Sales Order Import	1	0
186 2/25/2010 2:00 pm	Sales Order Import	1	0
185 2/25/2010 1:54 pm	Sales Order Import	1	0
182 2/25/2010 1:31 pm	Sales Order Import	1	0

Job Date	Scenario	Number Exported
319 4/7/2010 2:12 pm	Relationships Feed	-2
318 4/7/2010 2:05 pm	Product Feed	3
312 4/7/2010 1:56 pm	Product Feed	-3
316 4/7/2010 1:54 pm	Product Feed	0
315 4/7/2010 1:53 pm	Product Feed	1
259 3/22/2010 8:45 am	Inventory Feed	1
258 3/22/2010 8:39 am	Pricing Feed	1
256 3/18/2010 7:47 pm	Inventory Feed	1
241 3/18/2010 7:33 pm	Pricing Feed	1
202 2/28/2010 12:17 pm	Product Feed	1



## MANAGED SUBSCRIPTION

- > Hosted on Rackspace's world-class infrastructure
- > Monitored 24/7 to ensure uninterrupted service
- > Seamless upgrades ensure ongoing compatibility with NetSuite
- > New features & enhancements made available transparently
- > Email and phone technical support included with subscription

## PRICING

- > Annual subscription starting at \$2,400
- > One-time setup fees are \$3,500-\$5,000 depending on the marketplace
- > Discounts apply for multiple connectors

“ The seamless integration of our inventory, financial data, and order management between NetSuite to ChannelAdvisor is absolutely critical to the success of our business. Our business has been built in a fast-paced, multi-channel environment which puts stress on maintaining accurate inventories, updated order and customer information, and timely and precise financial data. Previously we struggled with these issues, however since our switch to the Celigo Connector these issues have all but disappeared. The Celigo Connector between these two platforms simply works. Thank you Celigo! ”

— Marc Ducey, President, GolfEtail.com

NETSUITE  
**SuiteCloud**  
DEVELOPER NETWORK

### ABOUT CELIGO

Celigo simplifies the adoption of cloud computing by providing innovative products and services for NetSuite.

Specializing in large and complex business challenges, Celigo provides end-to-end NetSuite integration, customization, and implementation services to customers around the world. We design and implement the extraordinary every day.

Celigo was voted the NetSuite SuiteCloud Developer Network Partner of the Year in 2010 and 2011. We serve over 500 customers, have created thousands of SuiteFlex customizations, and actively manage hundreds of cloud-based integrations.

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