



Taking eCommerce global

Sky's the limit with the right tech

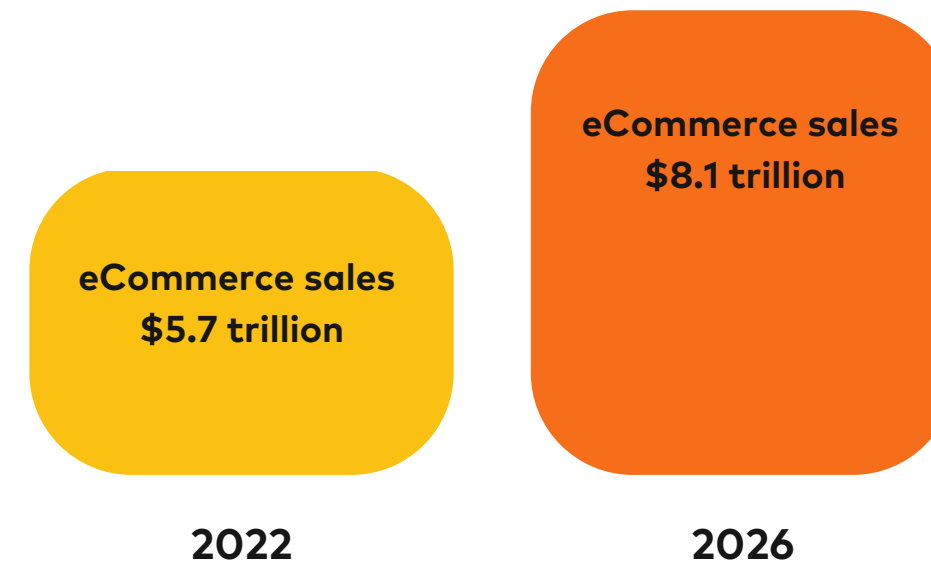
Discover the solutions to elevate your capabilities, leave no gaps, and ensure processes work together effortlessly as you soar towards your growth goals.





For growth-minded eCommerce

Consumer appetite for digital shopping has radically increased over the last few years. As these new consumer patterns set in, the eCommerce market will continue to grow exponentially. In fact, it's estimated that by 2026, global eCommerce sales will reach a staggering \$8.1 trillion, up from \$5.7 trillion in 2022.



By capitalising on the opportunities in this rapidly expanding market, businesses can tap into previously undiscovered markets and reach new customers.

This eBook is for growth-minded eCommerce businesses considering taking their operations global. Inside, you will find foundational capabilities and technologies used by leading eCommerce businesses to scale operations and capitalise on the fantastical growth of the market in 2023 and beyond.



Contents

[Global financials - 4](#)

[Omnichannel - 6](#)

[Inventory management - 8](#)

[Warehouse management - 10](#)

[Consolidating systems - 12](#)

[Integrations - 14](#)

[Case study: T2 goes global -15](#)

[Case study: Linen House conquers new territories - 16](#)

[Case study: Aesop steps onto world stage - 17](#)

A phrase to know - Cloud ERP

Cloud ERP (Enterprise resource planning)

Cloud ERP is an online modular software designed to integrate all your critical business processes in one place. It unifies functions like finance, manufacturing, inventory and order management, customer communication, sales and marketing, project management and human resources.

With a single centralised system, cloud ERPs generate significant time and financial savings by providing organisation-wide visibility and control of inventory and financials.



Global financials

Scale smarter, not harder

Effectively managing company finances is the backbone of any successful business. But scaling eCommerce operations will be extremely challenging if you are still using outdated spreadsheets, siloed applications and complex workarounds.

This is why eCommerce operators with growth on their minds ditch their patchwork of systems and upgrade to more comprehensive solutions, such as a robust business suite, to centralise data and allow for increased efficiencies.

From a single system, they can manage all financials, including planning, inventory and order management, reporting, forecasting, business intelligence, and currency exchanges.

A unified business suite, such as a cloud ERP, is a serious step up from lightweight applications like Xero or MYOB. Not only can teams perform essential finance functions, they also gain a more cohesive and actionable picture of the business's finances at any given time - to protect the bottom line and allow for smarter financial decisions.

"The key driver for moving to NetSuite cloud ERP was our rapid international growth, as well as the need for flexible scalability. Our legacy systems spread across multiple markets were ill-equipped to deal with our international expansion plans, and limitations quickly began to show."

Aēsop. [READ THE AESOP TRANSFORMATION STORY >](#)



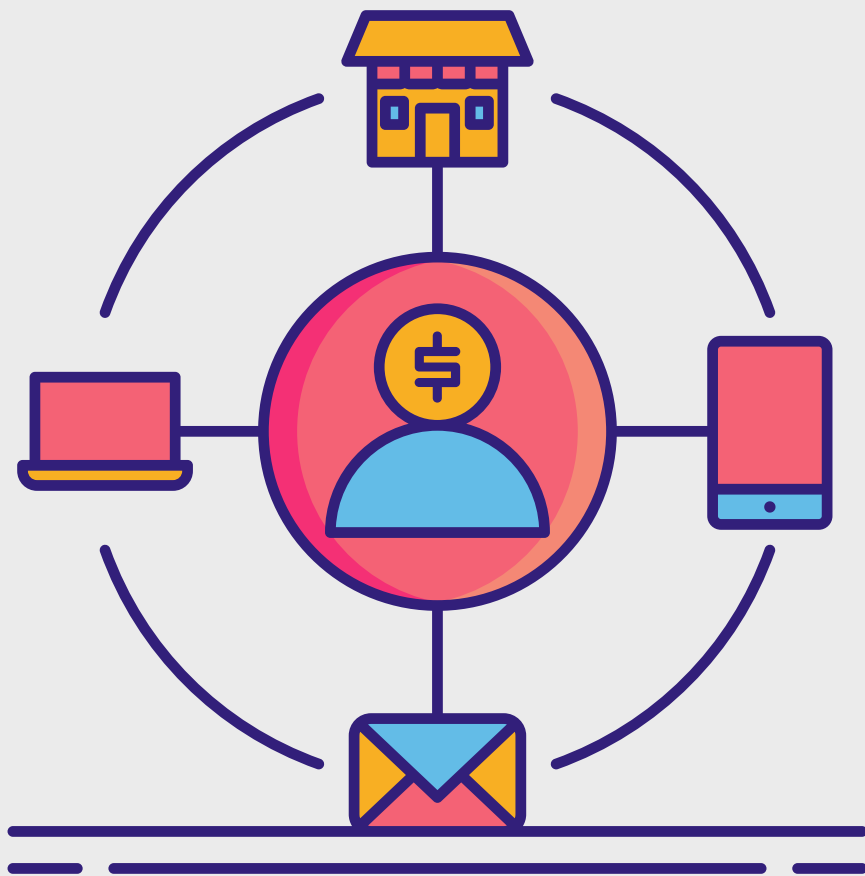
Is it time to make your finances global-ready?

With cross-border commerce comes complexity. And your systems need to be ready. Use the checklist below to determine if your current systems can handle the more complicated financial needs of a global business.

- Are data silos keeping financials, sales, inventory and customer data closed off?
- Are procure-to-pay processes integrated with purchasing workflows, policies, approvals, and audit trails?
- Do you have the capability to automate your order-to-cash processes?
- Do you have a 360-degree view of finances, inc. profitability ratios, inventory margins, liabilities, fixed assets and taxes?
- Can your systems allow multiple currencies, languages, exchange rates and real-time currency conversions?
- Can your systems support tax and accounting compliance across multiple jurisdictions?
- Do you have a real-time, consolidated financial metrics across your group of companies?
- Do your systems support compliance with international IT and security standards?

If you answered no to these capabilities, it might be time to consider a more powerful solution like a cloud ERP.





What is omnichannel?

Omnichannel means fulfilling customers' needs at every touchpoint and providing the same functionality and experience across channels, no matter how a buyer interacts.

Omnichannel

Your passport to seamless customer experience

A seamless, consistent and personalised experience is not just about which front-end, customer-facing systems you use. It's also driven by seamless backend operations. So how can you have the best of worlds when selling globally?

A cloud-first business suite provides a highly coveted single source of truth to deliver a truly unified commerce experience. By converging touchpoints - traditional POS (Point of Sale), call centres, eCommerce and apps - and merging with customer-facing solutions, you can reduce complexity and enable seamless consumer engagements and transactions throughout the buying journey.

These tightly integrated, centralised touchpoints deliver that long-awaited consolidated view of the customer, even when operating on a global scale.

[READ OUR BLOG: HOW TO CREATE AN EFFECTIVE OMNICHANNEL STRATEGY>](#)

Are you able to execute an omnichannel strategy?

From our experience working with eCommerce customers, we know how difficult it is to manage orders and inventory without complete visibility.

Do you have the visibility needed to take your business across borders?

- Do you have access to a single source of cross-channel customer information?
- Can you use customer, order and inventory data to create personalised and relevant engagements?
- Do you have an integrated solution for payments that simplifies omnichannel transactions?
- When customers have a problem, can they get help quickly from a help desk, live chat, or ticketing system?
- Are your order processes unified across all channels?
- Is it time-consuming to manage returns and process refunds?

If you answered no to some of these capabilities, it might be time to migrate to a unified cloud management suite.



Inventory management

Learn the art of efficient inventory control

For many eCommerce operators, effective management of inventory is where the money is made. To perform well, they must deliver their products to customers quickly and efficiently. This inevitably means investing in lots of capital in inventory. But if they over-invest, ballooning inventory will significantly strain cash resources and drive down profits. Effectively balancing demand and supply can be one of the most challenging aspects of running an eCommerce business — and it's something that software helps simplify.

If you're looking to go global, it's a no-brainer that you'll need a solution to provide you with advanced inventory capabilities, including inventory tracking across multiple locations, automatic replenishment that takes lead times into account and traceability covering the entire product life cycle.

This allows you to quickly evaluate inventory demand and supply, oversee network and transport logistics, manage fulfilment operations and create the optimal supply plan.



Is your inventory out of control?

Knowing when inventory control is in jeopardy and when it's time to move towards a new system is one of the most critical decisions a growing company faces. Yet, it's a juncture that is frequently misjudged.

Is it time to move to a more mature inventory management solution like cloud ERP?

- Are you running out of stock or writing off obsolete products?
- Are you handling stock more than necessary or failing to respond in time to a fluctuation in demand?
- Can you automatically allocate inventory based on stock levels, demand requirements and timing?
- Are you able to quickly identify and rectify supply chain inefficiencies?
- Can you use your data to understand demand, supply, costs and fulfilment trends?
- Can you embed automation into the end-to-end order and inventory lifecycle?
- Do you have drop shipping or marketplace capabilities?

If you answered no, it may be time to evaluate the power of cloud ERP for inventory management.



Warehouse management

Turn your cost centre into an efficiency machine

Warehouse management is an umbrella term for the processes involved in running and overseeing the daily operations of a warehouse. This includes everything from warehouse layout and labour management to day-to-day activities like receiving and managing inventory, fulfilling orders and coordinating with shipping partners.

Given the complexity of these processes, companies turn to warehouse management systems – or WMS - to control daily warehouse operations. These solutions allow you to automate processes and coordinate the warehouse's many moving parts, including staff, equipment, inventory and orders. Since the supply chain is a major cost centre, a WMS is critical for driving warehouse efficiencies and saving time and money.

Read how T2 integrated NetSuite with an advanced warehouse management solution to take back control of their complex distribution environments.

T2

[READ THE T2 TRANSFORMATION STORY>](#)

Are your warehouse management processes scalable?

Implementing a warehouse management system allows you to control and monitor everything that happens across your global supply chain.

Are you prepared to manage additional warehouses as you move into new territories?

- Can you easily devise daily plans that schedule the right amount of labour and estimate labour costs?
- Can your system connect with third-party transportation providers to schedule shipping and receiving times and locations?
- Does your system adjust inventory levels in real-time to minimise waste and avoid stockouts?
- Are you supported to assess warehouse performance, find areas for improvement, create goals and track progress over time?
- Are you able to detect problems quickly at warehouse locations?
- Does your system allow you to use mobile devices to record inventory movement throughout the warehouse?
- Does your packing list precisely detail what your picking team need and where it's located?
- Do you know if you are making the best use of available space and if your inventory storage is optimised?

Answering no may indicate that it's time to consider a more mature warehouse management solution.



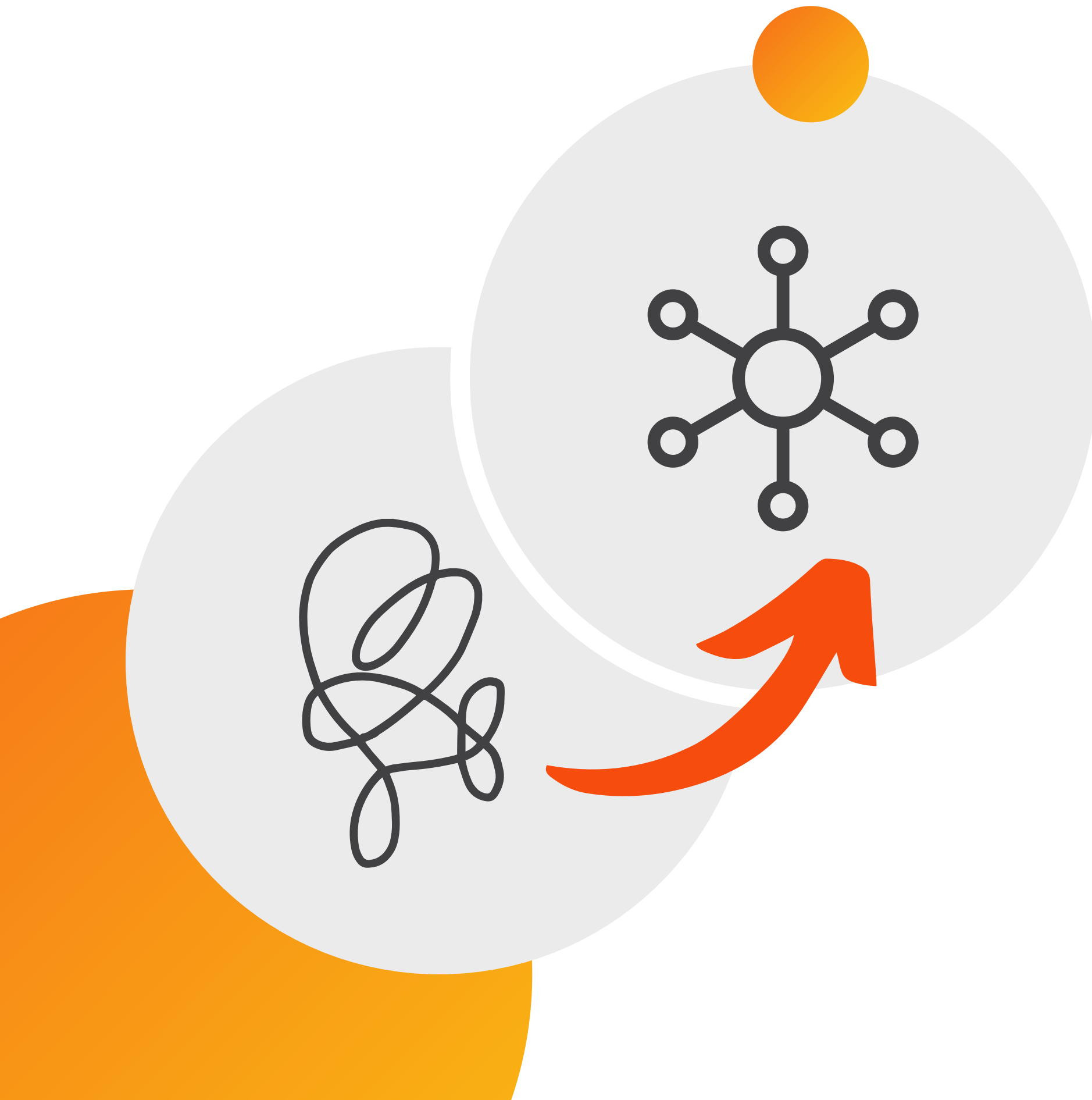
Consolidating systems

Don't get stuck in a cobweb of systems

As you may have just read, expanding into new global markets is complex enough. Without the right technology infrastructure, it is infinitely more complex. Fortunately, the advancement of business systems makes it far easier to take a retail business to the global stage.

By consolidating and integrating your core systems, you can initiate a one-system approach with built-in best practices, manual process automation, regulatory compliance, and international language and currency support. Once in place, your team can manage sales and financials, CRM (Customer Relationship Management), order and inventory management, manufacturing, and distribution - locally and globally - from a single platform.

Then ramp up your system unification by seamlessly integrating your existing eCommerce platforms. For example, connecting with your front-end platform - such as Shopify, Magento, BigCommerce or WooCommerce - allows you to keep your existing eCommerce engine and gain the powerful smarts of core ERP technology for everything else.



Is it time to consolidate your systems?

Over the years, we've seen many small to mid-sized eCommerce businesses run their operations on a patchwork of applications. It works for a while, but eventually, processes become too messy and disjointed to support continued growth.

Some common signs that you've reached your system's limits include:

- ❑ Several applications in use by finance staff
- ❑ Adding new sales channels, products, or locations has become complex and time-consuming
- ❑ Adapting to changing business conditions is grindingly difficult
- ❑ Technology problems consume more time than focusing on business improvements

If any problems sound familiar, it may be time to consolidate with ERP.



Powerful eCommerce integrations

Chances are, you use an eCommerce platform like Shopify, Magento, BigCommerce, Salesforce Commerce Cloud or similar. This is where you keep essential data like orders, customer information, and more. Meanwhile, an ERP stores data such as inventory, accounting, supply chain management etc.

If these systems are not connected, then it's likely your data will overlap. This mismatch creates problems such as outdated inventory, missed orders, incorrect shipping information and inaccurate pricing.

The interoperability of cloud business suites means that eCommerce no longer needs to sit apart from core business systems. Instead, data can be synchronised across your platforms, eliminating tedious manual processes, streamlining processes and helping you scale.

Shipping

A third-party shipping integration connects the ERP environment with a shipping carrier, allowing you to print labels, pack slips, calculate shipping rates and track shipments from one place. A good ERP will enable integrations with several shipping carriers.

Eliminate manual re-entry, order processing errors and the exorbitant costs of reconciling shipping information

Logistics

Integrating third-party logistics with an ERP platform ensures vital data is transferred between your business and third-party logistics (3PLs) providers helping to keep track of shipment, inventory and management processes from the one place.

Maintain a clear view of the supply chain to avoid disruptions and keep everything running like clockwork.

Payments

An ERP payment integration ensures data flows seamlessly from the bank to your ERP to keep financial data in sync. A good ERP will allow integration with many leading financial institutions, including NAB, CBA, HSBC, ANZ and Adyen.

Avoid repeatedly entering data into systems, reduce the likelihood of human error, and speed up account reconciliation.





T2 goes global

They took the traditional art of tea and gave it a fresh, modern overhaul. It was a bold move for a company founded in mid-90s Melbourne, where coffee reigns supreme. But it paid off. Today, T2 is a luxury tea brand with over 150 retail outlets operating across Australia, New Zealand, the UK, the USA and Singapore, and selling online through Amazon and Tmall marketplaces.

But let's rewind. To get where they are today, T2 first needed to transform their enterprise architecture to a flexible, agile and rapidly scalable platform. They needed a cloud solution to unify the back office with core retail processes in a single platform, to ultimately support their global ambitions. T2 selected NetSuite OneWorld and SuiteCommerce Advanced, engaging NetSuite partner Annexa to design and deploy their solution.

Today, at the centre of T2's fast-growing retail and wholesale business lies NetSuite and SuiteCommerce - a technology foundation with an integrated commerce solution that links their front and backends, provides a single view of the customer, enables delivery of a consistently outstanding customer experience, and is flexible and scalable.

[READ MORE](#)



LINENHOUSE

Linen House conquers new territories

Linen House is an online and in-store retailer specialising in designing, sourcing and bringing to market a diverse range of textile homeware products. Beyond Australian shores, they have partner companies in New Zealand, South Africa, Hong Kong, and the UK, plus distributors in North America, Europe, and Asia.

After years of customising their Sage ACCPAC solution to fit their business processes, workflows and expansion, the system had become clunky and time-intensive to maintain. With plans to expand from wholesale into bricks and mortar retail and online B2B, they partnered with Annexa to deploy the highly robust NetSuite OneWorld.

As a now-global business, Linen House has intelligence into business performance in every region and data to inform forecasting, sales and business expansion.

[READ MORE](#)



Aēsop®

Aesop steps onto the world stage

Established in Melbourne in 1987, luxury cosmetics retailer and e-tailer Aesop is a brand honed in on the customer experience. Their physical stores don't just sell products, they aim to create havens where customers can fully experience their products.

High levels of historic and projected growth had alerted Aēsop to the growing limitations of the company's 12 disparate on-site software systems. To support their speed of global expansion, they approached Annexa to develop a unified cloud solution.

NetSuite OneWorld was deployed to manage Aēsop's core business processes. The solution included financials, supply planning, inventory management, order management, manufacturing and retail POS. Multi-subsidiary, language and currency support also enabled Aēsop to manage its global operations in real-time by consolidating financials in 6 languages, 20 Countries, and 21 different currencies.

[READ MORE](#)

Ready for a cloud ERP partner who can help transform your ecommerce business?

We are business system experts and award-winning NetSuite Partners here for ambitious eCommerce organisations looking to streamline processes, enhance operational efficiencies, reduce costs, and improve business visibility – on a global scale.



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