



A Unified Application to Manage Your
3PL Operations

NetSuite for 3PL

Operational complexities and rising supply chain costs introduced by globalization are quickly making third party logistics providers (3PLs) one of the most profitable sectors of the U.S. and global economies. As manufacturers, distributors, retailers and others focus on revenue generating activities, 3PLs are reaping the rewards of an increase in demand for outsourced logistics.

Yet despite growth in the sector, Amazon and startups alike are positioned to bring massive change to the industry. Traditional 3PLs need to be aggressively competitive to stay relevant. The ability to enter new markets with niche service offerings that differentiate the business requires better and more efficient technology—in particular, it requires a flexible back-office.



NetSuite Offers 3PL Companies

- Role-based, customizable dashboards.
- Multiple entity management and consolidation.
- Real-time, industry specific KPIs.
- Integrated ERP, HCM, 3PL WMS and Fleet Management.

“The productivity benefits we’ve seen with NetSuite have been fantastic. A task that used to take days can now be done in an hour.”

Mohammed Kassaby, Managing Director, Transport Management Solutions

Successful logistics providers recognize that strengthening their companies’ back-office technology is essential to capitalizing on new opportunities. Executives realize that full visibility into key operations is crucial to success, whether for tracking shipments, managing on-time deliveries or having a consolidated view of financials. In today’s fast-paced environment, having this insight can be the difference between thriving and barely surviving.

How Do Mismanaged Back-Office Business Processes Impact 3PLs?

Leading 3PLs say that unwieldy back-office processes can create a number of serious challenges:

- **Added operational costs and inefficiencies** – Spending ever more time and money away from meeting the customer’s needs when other costs are rising in the business.
- **Growth and expansion of the business** – 3PLs may be gaining recognition amongst manufacturers and distributors who want to add warehouse capacity, but can’t scale quickly enough to meet the demand.
- **Experimenting with something new** – 3PLs seeking to build out new service offerings will struggle to get it off the ground because the existing finance and accounting structure struggles to account and bill for it.
- **Cutting back when times change** – It’s hard to scale back quickly in some areas, or smoothly manage a divestment scenario.
- **Seamless integration of acquisitions** – It’s difficult to manage the new entity and have clear control (and compliance) without disrupting its operations.
- **Understanding key business metrics** – Many 3PLs struggle to gain insight into profitability by customer, product or service category and it’s preventing them from optimizing their go-to-market strategy.
- **Consolidating financials** – Closing the books is a monthly time-consuming experience involving several sets of books and spreadsheets, especially with multiple subsidiaries.
- **Exchange of information** – 3PLs with multiple software applications to run the business (accounting, HR, fleet management, WMS) cannot communicate in real time across the disparate applications.
- **Managing new and existing talent** – Employees are constantly frustrated by their HR experience, and management is struggling with duplicative and manual processes associated with multiple systems.

In all of these cases, 3PLs must focus on their core business, understanding the customer, the market and the quality of service they’re delivering.

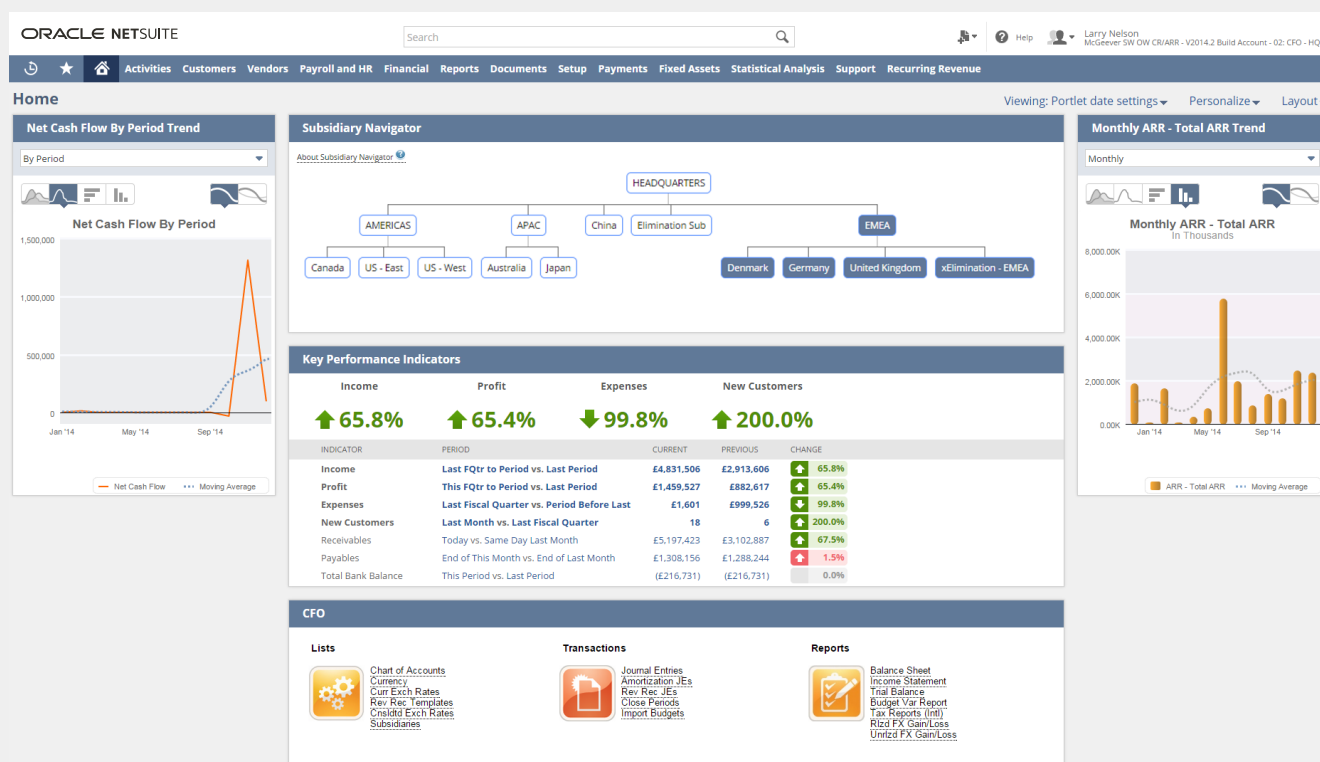
The NetSuite Advantage

Traditionally, to manage these intricacies and challenges, 3PL providers have relied on spreadsheets, aging on-premises systems, point solutions, or worse, a combination of all three. With NetSuite's unified system, 3PLs can stop wasting time and resources managing multiple data silos while leveraging real-time visibility for insights into their business.

NetSuite ERP supplies a modern, complete and transparent platform to improve your back-office and eliminate complexity.

Comprehensive Financial Management Capabilities

- End-to-end visibility into receivables and payables. Automate the entire order-to-cash process by removing bottlenecks and optimizing processes to deliver the best service. Streamline procure-to-pay and record-to-report processes.
- Real-time insights into budgeting, expense allocations and amortization. Set up flexible billing and statistical accounts to store nonmonetary values.



NetSuite OneWorld: Global Business Overview

- Complete fixed asset lifecycle tracking and reporting from acquisition to depreciation to retirement.
- Flexible revenue analysis—by customer, service or product line.
- Modern and robust financial reporting capabilities that are flexible and customizable.

Multiple Entity Management and Consolidation

NetSuite OneWorld helps 3PLs with multiple locations and subsidiaries streamline operations, and provides real-time visibility at the local, regional and headquarter levels within a single system. With OneWorld, 3PLs can develop standard business processes and deploy them across their divisions and subsidiaries at the click of a button.

With support for over 190 currencies, 27 languages and customer deployments in 203 countries and dependent territories, country-specific accounting standards across the Americas, Europe, Asia, Middle East and Africa, NetSuite OneWorld enables organizations to seamlessly meet the individual needs of local operations and easily adapt to the latest accounting standards and regulations.

3PL WMS Integration

NetSuite's SuiteCloud development platform integrates with best-in-class WMS systems for 3PLs to further streamline operations. With a flexible platform and robust API, NetSuite provides powerful customization tools for extending the solution to fit unique business needs, now and into the future.

Fleet and Carrier Management Integration

NetSuite's expansive, best-in-class SuiteCloud development partner network provides comprehensive, pre-integrated solutions for fleet and carrier management. Whether they own their own fleet of equipment or want to optimize your shipping costs through a carrier brokerage fleet, NetSuite provides powerful customization and integration tools.

Human Capital Management (HCM)

In such a high churn industry, having the right HR system in place is critical. NetSuite SuitePeople empowers managers and HR professionals to streamline employee information, new hires, employee onboarding, payroll, promotions and compensation changes, all from a single suite. Key features include:

- Core HR Capabilities
- Payroll
- Employee Center
- HR Analytics

Customer Relationship Management (CRM)

As 3PLs grow and acquire customers, NetSuite CRM provides a seamless flow of information across the entire customer lifecycle—from lead all the way through opportunity, sales order, fulfillment, renewal, upsell, cross-sell and support. In addition to delivering real-time visibility, NetSuite CRM mobility extends collaboration and productivity beyond the workplace. With intuitive tools that provide mobile workforce with the ability to easily access and upload important data they need outside the office, they're empowered with information at their fingertips.

In addition, the SuiteCloud development platform enables 3PLs to customize mobile applications to unique business needs, while complementary mobile solutions from SuiteCloud Developer Network partners enable you to extend mobile functionality in such areas as field service, sales and warehousing—regardless of the mobile platform your organization uses.

A Pathway to Success

With NetSuite, 3PLs are getting more than just a software package, they are getting a lifelong business partner that is committed to their success. Built with industry-based leading

practices derived from over 20 years of collective implementation experience, NetSuite is designed to deliver value on day one. Moreover, NetSuite takes a consultative approach—from sales to implementation to support—to ensure continuity across the customer lifecycle. NetSuite has a deep understanding of the challenges 3PLs are facing in today's market. As the pace of change accelerates, NetSuite is here to keep you on a pathway to success.

For more information, please visit:

www.netsuite.com/transportation-logistics.