13 Reasons Why Retailers Need to Embrace the Digital Age

and how you can pivot in a post-pandemic world

Executive Summary

[intro / setting the scene]
Despite the rise of eCommerce, brick-and-mortar stores still dominate the retail industry. However, the COVID-19 pandemic has made online shopping a practical necessity for many consumers. If retail businesses want to survive these uncertain times, they must keep up with fast-changing customer behavior and expectations.

[market conditions & trends]
Shoppers are no longer impressed by department stores, shopping malls, or even the big box store with a one-stop-shop guarantee. No, today's buyers expect all of those options. And they expect to be able to shop those options from their phone in their pajamas while sitting in bed at 2 AM.

Thanks to the Internet, you can connect with potential customers from all over the world. You can also express your brand in entirely new ways. For many retailers, physical stores are no longer the primary way to reach customers, but rather a part of a broader communication and sales strategy.

[problem assessment]
Without a flexible and scalable technology infrastructure in place, retailers cannot integrate online and offline shopping for a seamless and unified shopping experience. Many retailers—even global ones—rely on aging and disconnected IT systems. Without an integrated technology infrastructure to connect key ERP processes like CRM, order management, and eCommerce, you rely on manual labor to connect a fractured workflow.

[problem ramifications]
Modern customers expect a consistent and personalized shopping experience regardless of channel or touchpoint. If your brand can't satisfy that desire, your customers will be less engaged with your brand, resulting in weak customer loyalty and fragile customer relationships. On the back end of your business, a fractured technology infrastructure leads to disjointed workflows, avoidable human errors, and data silos. Not to mention, relying on disparate systems comes with a human cost, leading to avoidable human errors, multiple points of data entry, and stress from overwork.

[promise of a better solution]
More than ever, retailers must be flexible to keep up with customer demands and accommodate business growth. The challenge is to find a solution that can provide a "buy anywhere, get anywhere" experience for consumers on the front end while streamlining your business processes on the back end. Fortunately, there is a cloud-based platform that is ideal for modern retailers.

This paper will assess the problems that modern retailers face, discuss how those problems limit your business potential on both the front and back end, recommend a cloud solution, and propose a plan to implement it.

Introduction

Throughout history, the successful retailers were the ones who learned how to engage shoppers on their terms. That's no different now. As online shopping becomes more widespread, customers are interacting with brands through mobile apps, social media, and eCommerce stores.

The retail industry has undergone a digital transformation in recent years. The COVID-19 pandemic has only accelerated this process, as many states enacted policies that shut down "non-essential" brick-and-mortar stores.

Customers are shopping online out of necessity, and the brand experience is becoming all digital. Today's shoppers expect convenient online options when they engage with your brand or visit your website.

Customer behavior is shifting overnight, and with it, their expectations. If you want to survive these uncertain times, you need to evolve your business model to meet new customer demands. As more consumers expect a "buy anywhere, get anywhere" experience, you need ways to:

- **Integrate online and offline customer experiences**
- **Track customer information and data across different channels**
- **Engage customers with timely and relevant messages**

The rise of new technologies like cloud-based computing has allowed businesses to embrace eCommerce and invest in the digital customer experience. Amazon continues to dominate this space, and its sales share have skyrocketed in this shut-in economy.[1]

Despite changes in consumer expectations, market conditions, and technology, the core basics of retail remain the same. Providing an excellent customer experience remains the first step, but modern retailers must also contend with how to:

- **Provide an omnichannel customer experience**
- **Boost business operational efficiencies**
- **Leverage the right technology solutions**

Technology is leading retail's new digital initiatives, but some businesses are still relying on inefficient and highly manual solutions. But regardless of the technology, the goals of retail stores remain largely the same, as seen in the top digital priorities of retail executives in the U.S:[2]

1. **Improving customer experience**
2. **Optimizing business processes**
3. **Changing business management**
4. **Modernizing legacy IT infrastructure**
5. **Adopting a new business model**

This white paper discusses these priorities and how retailers can adapt to a more interconnected and digital world. This guide then examines the pitfalls and limitations of disparate technology systems compared to modern solutions like cloud SaaS. Finally, this paper concludes that the best way to run

your modern retail business is with an integrated cloud-based software platform such as NetSuite—implemented by an experienced partner like Kodella.

Kodella Insight

Many department stores have gone bankrupt in the last few decades. Whether it's failing to evolve their business models, not adopting digital technologies, or overlooking a new generation of digitally fluent consumers, brands can easily mismanage their long-term prospects. When you stop changing and evolving, the customer moves on. What's more, the COVID-19 pandemic has magnified the need to adapt to an increasingly digital retail environment. Those who are slow to evolve won't survive.

Market Conditions & Trends

A Snapshot of the Retail Landscape

Before the Internet and the rise of eCommerce, the traditional storefront was at the center of the retail experience.

Whether it was in a sprawling department store or a cozy mom-and-pop shop, shopping was an in-person activity driven by the salesperson. Upon entering a store, you would be greeted by an in-store associate who would then offer product recommendations and personalized guidance based on your specific needs.

Brick-and-mortar stores aren't going away any time soon, as physical purchases still make up over 85% of total retail sales.[3] However, digital disruptions such as big data, artificial intelligence (AI), and machine learning have brought sweeping changes to the retail landscape. Increasingly, companies are leveraging digital marketing and eCommerce to engage customers in the digital age.

Retail In a Post COVID-19 World

In a post COVID-19 world, more customers are embracing eCommerce out of necessity. Retailers must do the same if they want to survive in this climate. The concept of digital transformation has become a hot button issue for C-Suite executives, as companies are scrambling to put the right IT infrastructure in place to increase their digital presence and enable eCommerce opportunities.

Shoppers are spending less time in stores and more time on the Internet, where they can research products, check reviews, compare prices, read company backgrounds, and make direct purchases. With more data and information at their fingertips, buyers are far more informed about what they are buying and whom they are buying from. In fact, 51% of shoppers use Google to research a purchase they plan to make online.[4]

Convenience has become a significant factor in the buying process. Buyers expect to be able to help themselves, as 60% of customers prefer to have websites, apps, or chatbots answer their simple inquiries.[5] Retailers have fewer opportunities to physically engage shoppers, who expect to be provided digital self-serve tools as a part of their eCommerce experience.

First Contact Is Now Digital

For many brands, physical stores are no longer the primary way to reach customers, but rather a broader communication and sales strategy. Shoppers are no longer impressed by department stores, shopping malls, or even the big box store with a one-stop-shop guarantee.

Modern customers expect all of those options. And they expect to be able to shop those options from their phone in their pajamas while sitting in bed at 2 AM. It's no surprise that mobile shopping is on the

rise, with 59% of customers saying that being able to shop on mobile is important when deciding which brand to buy from.[6]

The line between online and in-person shopping has blurred in recent years, as consumers now view them as an extension of a single shopping experience rather than separate transactions. It's common for buyers to order online and pick up in-store, or see a product in-store and check online for a better deal.

The Digital Experience Is Multi-channel and Omni-channel

In response, brands are utilizing multiple marketing channels (multi-channel) to promote their products and engage their customers. Digital marketing, email marketing, and social media marketing are some of the most popular ways businesses are leveraging digital channels. However, with multiple marketing channels to juggle, retailers often struggle to deliver a unified commerce (omnichannel) experience. Increasingly, brands are more aware of their multi-channel visitor segments and its impact on omni-channel commerce.

To ensure a consistent brand experience across channels, brands are adopting omnichannel strategies. Seeing how physical and digital shopping environments have converged in recent years, 95% of retailers plan to have a single commerce platform implemented within three years.[7] Increasingly, consumers are making their preferences clear with their wallets, as 72% tend to shop retail brands that allow them to purchase and return across channels.[8]

You need to keep up with the latest eCommerce trends to survive in the digital age of retail. That means delivering a unified customer experience to drive conversions on the front end. However, you also have to continuously improve your operational efficiencies on the back end. Yet, many retail stores are still relying on outdated technologies and inadequate solutions to meet those needs, which have severe consequences.

Kodella Insight

The retail experience was already trending digital. The COVID-19 pandemic has only accelerated the necessity of eCommerce and online shopping. Retailers of all sizes and industries must adopt a sense of urgency to provide a digital brand experience. Customer behaviors and expectations are shifting the retail landscape. If you want to pivot quickly, you need to leverage modern cloud-based software systems.

Problem Assessment

The problem: disconnected systems, disjointed experience

Between vendor selection, licensing negotiation, and software implementation, IT executives have their hands full when it comes to choosing the right software solutions for their organization.

These executives want to avoid choosing any system that delivers an incoherent customer experience, leads to disjointed business operations, or makes them and their brands look bad.

Different organizations have different enterprise business software strategies, such as:
- **Adding more software systems over time**
- **Using best-of-breed software for different processes**
- **Propping up legacy software with human resources**

Unfortunately, these strategies will create operational inefficiencies and slow your company's growth. Let's look at why.

Adding more systems over time

When starting out, most companies install accounting software such as QuickBooks to manage their bookkeeping. However, as these companies grow, they adopt multiple software and disparate spreadsheets for financials, commerce, CRM, shipping, projects, and expense management.

As your processes become more complex, integrating too many disparate systems creates a tangled web of business software systems. The result is poorly planned technology architecture that leads to operational inefficiencies, hurting your bottom line and damaging the customer experience.

Using best-of-breed systems for different processes

On the other hand, some companies look to best-of-breed systems for their specific business requirements. For example, you might purchase an accounting package from one vendor and a CRM package from another.

However, buying multiple systems from different vendors means multiple implementation costs, including training, maintenance, and data migration. Managing multiple systems typically means you have to devote more IT resources to ensure each system is maintained and integrated. Finally, sharing data across different systems may prove more complicated than you imagined.

Propping up legacy software with human resources

Many companies are relying on some form of a legacy software system. They're familiar, they still get the job done, and some even receive occasional software updates. However, your existing hardware may struggle to keep up after several updates.

Aging hardware results in slower systems, meaning you can't access mission-critical data as quickly. Even if you upgrade your hardware regularly, there will be hours of downtime as IT technicians install servers

and configure operating systems. This downtime can result in hours of lost productivity, leading to thousands of dollars in lost revenue.

Avoid these thirteen pitfalls

Modern retailers need to manage critical business processes daily. You need a reliable technology infrastructure that can integrate with every part of your business operations, provide the same information and data to everyone in your organization, and deliver a consistent and personalized customer experience.

This special report can help. It examines thirteen potential problems that can arise when you're using disconnected software systems or patchwork solutions. However, with the right ERP system, you can save hundreds of hours in handling customer support tickets and troubleshooting IT problems. Once you've chosen an ideal solution for your business, it helps to have a seasoned ERP consultant like Kodella guiding you through setup and implementation. Whether you're an enterprise or a small-to-medium business, Kodella can deliver a smooth ERP experience.

Problem Ramification

Bad Customer Experience

Retail has always been driven by the one-to-one relationship between the consumer and the retailer. Digital technologies may have added more layers to that relationship, but the need for excellent customer experience remains the same. That's why 84% of customers say the experience a company provides is as important as its products and services, while 66% of customers are willing to pay more for a great experience.[9]

The modern buyer expects to engage brands on multiple online and offline channels. They expect to buy, receive, and return anywhere, any way, and at any time. These expectations and new digital technologies have led to the convergence of physical and digital shopping environments, forcing retailers to adopt new customer engagement models to survive.

Your customers are armed with information and have many options to choose from, meaning a "one size fits all" approach is no longer enough. Shoppers expect you to put in the time and effort to learn about them and their preferences to provide a personalized experience. If you can deliver a uniquely tailored experience, they will be more satisfied and more likely to stick with your brand, which means higher profits over time.

So how do you deliver a consistent customer experience across all channels? By leveraging an integrated software system to manage customer information, behavior, and preferences in one place. Otherwise, you'll run into common customer experience pitfalls:

1. Inconsistent experience across channels

More than anything, buyers want a hands-on experience with a brand in both digital and physical retail environments. People want to be able to shop across channels with a single cart and access their cart by computer, phone, or even in the store. They want a personalized and channel-agnostic shopping experience, and they will choose retailers that offer it.

However, delivering such a seamless cross-channel shopping experience is nearly impossible if your customer data is siloed across multiple databases. Your customer might receive personalized offers and promotions when they physically visit your stores, as their phone number identifies them in your database. On the other hand, the same customer might get the cold shoulder when they visit your eCommerce website, as your online store doesn't recognize them.

2. Impersonal content and messages

Without the right solutions to centralize customer data and enable real-time access to customer information across every part of the business, retailers lack the live insights to offer a personalized shopping experience for each unique customer. For example, a customer's past interactions with your brand may be stored in a database inaccessible by specific departments. With 64 percent of customers expecting tailored engagement based on past interactions,[10] sending the right messages and recommending the right products are key to loyal buyers and repeat purchases.

When you don't know your customers, you risk alienating them with generic content and messages. Worse, you give loyal shoppers the impression that your brand doesn't care about them that much, making it easy for them to jump ship to a competitor. However, with a single database of customer data, you can offer consistent prices, content, and messages across all channels, ensuring a consistent brand experience no matter where and how your customers choose to shop.

3. Incomplete view of the customer

With a complete view of the customer, you understand what makes them tick and what their pain points are. However, if your company relies on disparate software systems to manage your customer data, you won't have a clear picture of your customers and their behavior. If your customer data is fuzzy and outdated, how can you provide connected experiences or target them for additional sales opportunities?

It's impossible to gain a 360-degree view of your customer without a single integrated source of customer information. Without knowing what your customers purchased in the past, what products they are currently considering, their preferred channels, and what similar people have purchased, you'll be hard-pressed to tailor a satisfactory brand experience. You won't know what products or services to recommend, nor will you be able to go above and beyond their basic expectations.

4. Long response time to inquiries

In the modern digital world, customer engagements happen in real-time. Shoppers expect companies to communicate with them quickly if not instantly, and timeliness can make or break the customer experience. If your brand ignores a call, text, or email, it doesn't bode well for future interactions, especially when an answer is a click or a tap away. Increasingly, it's not enough for businesses to provide a personalized and omnichannel customer experience. That experience must be timely as well.

To keep up with today's fast-paced business environment, your retailer business must be agile and nimble in customer-facing scenarios. However, relying on disparate systems will bog down your business response time with a lack of easy-to-access information. If your team is scrambling to pull together information for customer support, you risk frustrating customers. If a customer can't get hold of you or find what they need quickly, they'll simply look to the next seller rather than wait for you to catch up.

5. Different answers from different departments

Personalization, timely engagement, and an omnichannel experience are all critical components of effective customer engagement. However, connectivity is also crucial. Shoppers expect you to know their preferences across touchpoints, and they expect you to access any of their information quickly. Sixty-nine percent of customers expect connected experiences, and 64 percent expect tailored engagement based on past interactions.[11]

If your teams are working with different datasets, they may struggle to answer even simple questions like "What did I buy last time?". Fumbling these queries may cause shoppers to be less confident in your brand and less confident in your products and services. In contrast, having all unique customer data stored in one place allows your different departments, from sales to marketing to customer service, to be on the same page. Your customers will feel like they're communicating with one company instead of separate departments.

Kodella Insight

COVID-19 has shown retailers the need to adopt new technologies to deliver an excellent shopping experience. If you rely on legacy software and disparate systems, you open the door to frustrating experiences across different channels and touchpoints. Not to mention, your competitors most definitely are leveraging digital solutions to deliver a consistent and personalized customer experience. The longer you stick with the old ways, the longer it will take your business to catch up.

Disconnected Business Processes

The fundamentals of retail haven't changed much throughout history, but the way we manage businesses has evolved dramatically. Thanks to technology advances, we no longer have to record crucial information such as inventory levels, purchase orders, and customer accounts by hand. Today's digital solutions have streamlined and simplified business functions like production management, warehouse management, and supply chain management. However, these solutions aren't easy to implement, as 54% of retail executives said increasing operational efficiencies is one of their top 3 short-term business goals.[12]

Most modern companies rely on business process management software, better known as enterprise resource planning (ERP) systems. ERP systems provide the foundation for an integrated software infrastructure, connecting the back end processes with front end operations. With other software, you have to deal with software limitations and problems as you grow. However, with ERP such as NetSuite, the software adapts to your business and scales as your operations grow. More businesses are increasingly using ERP systems to integrate their operations in one database, application, and user interface. The NetSuite ERP offers all-inclusive enterprise software that includes inventory and order management, accounting, human resource management (HRM) systems, customer relationship management (CRM), and more.

Choosing and implementing the right ERP system is easier said than done. But of the businesses that successfully implement ERP, 95% saw an improvement in their business processes.[13] These businesses saw top benefits in reduced process time, increased collaboration, and a centralized data system. Despite these advantages, some businesses are still holding on to the old way of doing things. Whether it's relying on legacy systems or using best-of-breed systems for different processes, the result is the same—a disjointed enterprise software strategy. Without a modern approach, your business runs into disastrous but avoidable pitfalls.

6. Disjointed workflow across departments

When you rely on disparate systems to manage your processes, you have to manually manage multiple software systems and integrate them across different departments. Often, this leads to disjointed data flow and workflows. When you're continually switching between software, tracking multiple

spreadsheets, and troubleshooting why your apps won't communicate with each other, you're wasting hours of productivity that can be saved with an integrated ERP system.

An integrated system connects your different business processes, from financials and accounting to CRM to supply chain management. With cloud ERP, your team members can collaborate across the world while working with a single data source. Documents can flow between the appropriate users, missing or incorrect information can be quickly identified, and automatically alerts are sent to appropriate users when action needs to be taken. Overall, smoother processes increase productivity while lowering operational costs.

7. No real-time data visibility

Successful organizations rely on timely performance reports and data across finance, marketing, sales, service, and fulfillment departments to gain a holistic view of their operations. However, software systems that are not integrated lead to multiple overlapping databases, making it difficult for you to view business performance in real-time. If you have un-integrated software, it takes a significant amount of time to acquire crucial information regularly. By the time you source, extract, and analyze this data, it will be out of date.

Making critical decisions slowly based on inaccurate information can cost you thousands of dollars and cause operating inefficiencies. On the other hand, if you're impatient and make hasty decisions off of gut instinct, you could be unknowingly making mistakes that nobody notices until much later, when it is more costly to fix. However, with an integrated system, your software automatically streamlines data collecting, saving you hours of logistical work. With a single data source, you gain real-time visibility across your organization, allowing you to make more insightful, more timely, and data-driven decisions.

8. Internal data silos

Disparate systems lead to data silos, which prevent data sharing across teams, departments, or geographic regions. When software systems don't share data, it forces your teams to create more manual processes to transfer and update critical information such as inventory, orders, and fulfillment. For example, if your website order form doesn't automatically send the payment information to your accounting software, someone must manually transfer that information. Without an integrated system, you waste hours managing data manually and accommodating system integration limitations.

If your departments use separate software systems to do their jobs, you end up with enterprise-wide blind spots. Because each department is only focusing on their area, they may overlook obvious inefficiencies happening near them. Your customer service department may be wasting valuable time entering customer's information when that info has already been recorded in another database by the marketing team. Data silos make collaboration across departments more challenging, driving up costs and negatively impacting accuracy and quality.

9. High cost of software implementation

You have to factor in all the costs when you use disparate systems to manage your business processes and workflow. Each new system requires its own implementation, training, and maintenance, not to mention the possible migration of existing data and information. Executives across industries are recognizing the importance of upgrading their existing technology systems. That's why 59% of retail

executives stated that modernizing IT infrastructure was one of their top three short-term business goals, while 50% considered it a long-term priority.[14]

Small and medium-sized businesses have limited budgets that can be eaten up quickly by implementing, integrating, training, and maintaining multiple software systems. Beyond those direct costs, there are indirect costs to consider in new support software, upgrading existing software, and upgrading the physical infrastructure. However, with a well-implemented cloud-based ERP platform, you can leverage its capabilities to reduce the need for maintenance and eliminate burdensome hardware.

10. Difficult to gain insight of the "bigger picture"

Your mission-critical information, such as your customer data, eCommerce data, and ERP data, are stored in different systems when you have disparate systems. Because you are working with multiple data sources, it can be challenging to gain a "full picture" of your operations, let alone gain any insight. Combining each of these sources into a single data source and analyzing the numbers for insights is a timely process if you are manually integrating the data.

With disparate systems, your staff must manually integrate the workflow between different processes. However, with modern digital solutions like cloud-based ERP systems, all data integration happens automatically, leaving you a single source of truth. Cloud-based ERP like NetSuite automatically manage workflows and integrate data to generate timely reports and analytics. With a single source of accurate data, you gain a full picture of your operations and can make more informed and data-based decisions.

Kodella Insight

When your departments use different software, each department works with their own sets of data. With multiple spreadsheets to make sense of, it becomes challenging to form a full picture of your operations, making it impossible to make timely and data-driven decisions. In the wake of the COVID-19 pandemic, companies have less margin for error. One wrong decision could lead to hours of wasted productivity and potentially thousands in lost revenue.

Unnecessary Human Cost

Besides a bad customer experience and disconnected business processes, there's a human cost involved with using disparate software systems. If your systems don't easily integrate, your team must manually transfer and input data across different spreadsheets. This leads to hours of wasted productivity and increases the risk of human error. With manual processes, your staff also spends valuable time on the most tedious and time-consuming tasks, such as sending updates, identifying workflow bottlenecks, and generating reports.

The way we work and manage business processes has changed. With more technologies and opportunities, today's workforce is less content to sit at a desk and spend hours on manual data entry. Digital technologies transformed our idea of what work could be and should be. More people are working remotely, a trend that has only gone up in the wake of the COVID-19 pandemic. Increasingly, organizations using cloud solutions to automate crucial processes while incorporating technologies such as artificial intelligence (AI) and machine learning (ML). Gartner predicts that by 2022, AI will be integrated into ERP systems by 65% of CIOs.[15]

No matter if you are relying on multiple systems, using legacy software, or using disparate best-of-breed systems, you end up with several sources of data. Your teams must create additional manual processes to integrate these systems and ensure a consistent flow of data. No matter how advanced these systems are, it takes a more significant cognitive load for you to manage several software systems than just a single one. Disparate systems lead to manual processes, which leads to unnecessary human costs.

11. Avoidable human errors

When you use multiple software, you have to enter data across several systems, making it easier to commit human errors. For example, a customer's order might be shipped to an out of date address because no one had updated the shipping system to sync with the order entry system. These mistakes can happen and slip through the cracks easily, costing thousands of dollars to fix. A single integrated business management solution, on the other, ensures the consistency of data across departments.

An integrated system can catch any data inconsistencies and alert you to mistakes like double data entry. Since each crucial data set only has to be entered once, there is less chance of human errors from copying and re-entering data into multiple databases. Today's cloud-based solutions offer self-service functionalities, eliminating paper-based forms and errors while freeing up your staff for other critical activities.

12. Highly repetitive tasks

When your existing systems can't be integrated with each other or with newer systems, your staff must spend time regularly entering data into multiple datasets. Sometimes, this can mean entering the same information into three or even five different locations. This leads to a laborious workflow, resentful employees, and an incomplete data ecosystem. Repetitive data input can negatively impact accuracy, reporting, and even decision making.

Having to constantly pull reports from multiple systems to integrate them into one source of truth is a time-consuming and repetitive task. Without automating these repetitive tasks with an integrated approach, your staff will likely have to work late hours into the evening or crank out hours over the week to keep everything up to date and error-free. However, these manual processes aren't conducive to having real-time access to data and intelligence across your whole organization.

13. Wasted time

Using multiple disconnected business systems makes it challenging to get an accurate view of your company's operations. The data is fragmented, out of date, error-prone, hard to maintain, and scattered across various systems and spreadsheets. The work it takes for your team to integrate multiple sources of data can be a time-consuming and costly process. However, third-party add-on analytic tools are expensive to purchase and implement alongside legacy systems.

Interoperability is a vital goal for companies wishing to spend less time manually integrating their technology systems. However, although 42% of retail executives say interoperability with legacy technology & processes is the number one reason digital initiatives fail, only 12% say consolidating or upgrading legacy IT infrastructure is their #1 digital priority.[16] Without a system capable of integrating

data and business processes, your employees must extract and sift through data from multiple divisions, geographies, subsidiaries, and business units.

Kodella Insight

With a cloud-based management system, you can automate many tedious and monotonous tasks to free up your staff for more engaging and creative responsibilities. Your team can spend more time collaborating and focusing on core tasks instead of spending hours sorting, transferring, and analyzing disparate spreadsheets. More manual processes also means a higher risk for human error, which leads to more manual processes to correct these errors.

A Better Solution

How You Can Pivot to Modern Retail

Retailers need to be flexible and keep up with customer behaviors and market trends. The COVID-19 pandemic has also reminded us that companies need to be ready to pivot their business models quickly. Customers increasingly expect a "buy anywhere, get anywhere" experience out of both convenience and necessity.

You need the right technology solutions in place to drive a better customer experience. However, unless your software shows you accurate data and real-time visibility, you're doing much guesswork. A powerful cloud-based ERP like NetSuite enables you to have an up-to-date profile of your customers no matter where you are.

NetSuite ERP provides you the tools to increase your digital presence and enable eCommerce opportunities. It can also streamline your business processes. Compare that to relying on legacy software and disparate systems to run your operation, where you face a lack of real-time process tracking, unaligned business solutions, and redundant data.[17]

By leveraging NetSuite's comprehensive software suite, you can optimize, streamline, and centralize your core business processes to gain a full picture of your operations. That way, you can make more informed, more timely, and data-driven decisions. NetSuite makes your whole business more flexible, ensuring you are in a better position to handle unexpected events like a global pandemic. Because the software grows with your company, you don't need to worry about being limited by your software.

However, implementing NetSuite successfully across your organization is easier said than done. Choosing the wrong implementation partner can stop your digital transformation initiatives before they even get off the ground. That's why you need an experienced and hands-on consultant like Kodella. With our help, you can plan and implement the right solutions to reduce process times, implement centralized company-wide data, and enhance overall collaborations. The result is a clear competitive advantage and a roadmap for success in a post-pandemic world.

Conclusion

To keep up in the age of eCommerce, retailers need to look to digital innovations that enable a "buy anywhere, get anywhere" customer experience. That's no easy task, but having the right technology systems in place helps a great deal.

A company's IT infrastructure is the backbone of their business. Yet many organizations are still relying on decades-old IT systems barely patched together. This special report examines 13 reasons why an integrated cloud platform is a far superior solution for your modern business:

1: Consistent customer experience
2: Personal content and messages
3: Short response time for inquiries
4: Consistent answers from different departments
5: Few steps to resolve issues
6. United workflow and data
7. Real-time data visibility
8. No data silos
9. Manageable implementation costs
10. Greater strategic insight
11. Fewer human errors
12. Highly automated processes
13. Less stressful work environment

NetSuite's web-based business software offers on-demand access to your key performance metrics on a real-time dashboard. With more information at your fingertips, you can make better and faster decisions.

Kodella understands what it takes to successfully deploy cloud ERP software like NetSuite, having been named as an Oracle NetSuite Partner of the Year in 2019 and 2020. To find out how we can implement NetSuite's solutions for your organization, please contact us at 1-844-563-3552 or email hello@kodella.com.

Or, if you're ready to explore NetSuite's capabilities and start building your own cloud solution, schedule your free demo at www.Kodella.com.

About Kodella

Kodella is a leading and experienced NetSuite consulting firm. It provides retailers, distributors, and manufacturers with cloud solutions designed for their unique business requirements.

The Kodella team offers its business partners a wealth of knowledge for the selection, implementation, evaluation, and support of their NetSuite investment. With over decades of collective experience, Kodella's expertise helps companies scale, improve workflows, and maximize profitability.

In 2018, Kodella joined the NetSuite Alliance Partner Program, launching a dedicated NetSuite practice to offer the latest technology solutions while improving existing ones. In 2019, Kodella was named Oracle NetSuite Partner of the Year, specifically, the Breakthrough Alliance of the Year in North America.

In 2020, Kodella was named Oracle NetSuite Partner of the Year in Retail.

For more information, visit www.Kodella.com.

References

1: eMarketer Retail & eCommerce 2020 Forecast

2: BDO's 2020 Retail Digital Transformation Survey

3: eMarketer Retail & eCommerce 2020 Forecast

4: HubSpot Marketing Statistics

5: Kinsta eCommerce Statistics 2020

6: HubSpot Marketing Statistics

7: enVista Retail Market Research

8: enVista Retail Market Research

9. Salesforce State of the Connected Customer Report

10. Salesforce State of the Connected Customer Report

11. Salesforce State of the Connected Customer Report

12. BDO's 2020 Retail Digital Transformation Survey

13. 50 Critical ERP Statistics: 2020 Market Trends, Data and Analysis

14. BDO's 2020 Retail Digital Transformation Survey

15. 50 Critical ERP Statistics: 2020 Market Trends, Data and Analysis

16. BDO's 2020 Retail Digital Transformation Survey

17. 57 Key ERP Statistics 2020: Analysis of Trends, Data and Market Share