NETSUITE FOR FOOD AND BEVERAGE MANUFACTURERS

Today's food and beverage producers are faced with a complex set of business challenges:

- **Catering to changing customer tastes** – The movement toward fresh, quality and sustainably-produced products means producers need visibility into the sourcing of each and every product and the ability to manage short life cycle driven by new products and flavors.

- **Complying with high-standard regulations** – Food quality controls place a high standard of quality and traceability on the producers and their systems.

"We use NetSuite for all of our ERP needs, so we use it for managing all of our warehousing, all of our sub-assemblies, creating all of our products, and then tracking it as we distribute it around the country."

Chris Mann, CEO and Chairman of the Gourd, Guayaki Yerba Mate

"We had to find a way to scale as our business grew. We needed a new system that could scale with us." **Jules Lambert,** President, PROBAR

- **Adapting business practices to a digital world** – The shift toward digital consumption has resulted in growth opportunities as well as increased competition.

As the leading cloud business system supporting customer relationship management, supply chain, manufacturing resource planning, order fulfillment and financials, NetSuite is uniquely positioned to address the complex challenges facing food and beverage producers with a single solution for all key business operations.

Plan Demand
Accurate demand planning is crucial to meet customer service expectations and drive operational efficiency, particularly in an industry where supply perishability is part of the equation. NetSuite's demand planning engine factors in a wide variety of information in the demand planning process —including historical sales, new opportunities and quotes, sales orders, seasonality and trends—to create the most comprehensive, accurate picture of demand.

Plan Production and Supply
Food and beverage manufacturers are under immense customer service and cost pressures to produce and procure the right products at the right time. By providing real-time visibility into inventory status and sales metrics, NetSuite gives producers the most up-to-date information possible for accurate production and purchase plans. This, combined with NetSuite's ability to manage complex supply chains—including co-packers and 3PLs—makes NetSuite a comprehensive production and supply chain management tool.

Schedule Production
Food and beverage manufacturers not only manage limited and costly resources when scheduling production, but also must consider a variety of product attributes and requirements that greatly impact production efficiency, material yield and food safety. Food allergens, kosher requirements, organic sourcing and GMO/Non-GMO attributes are all critical considerations when scheduling production lines. NetSuite's finite scheduling helps businesses to ensure efficiently scheduled production and reduce changeover times along with production costs.

Manage Quality and Traceability
Food and beverage producers face strict regulations when it comes to lot traceability and food safety. NetSuite empowers producers to trace production from ingredient through finished product providing visibility into the entire product history. Additionally, inspection processes and product compliance testing may be automated for a complete picture of quality while maintaining operational efficiency.

"We don't want to be your ordinary bakery. We want to be the best bakery. And we want to offer our customers the best quality, the best service, the best innovation that we can. And NetSuite, we're very confident, will allow us to scale and grow with those strategic initiatives." **Ahmad Hamade,** CEO, Craftmark Bakery

Reach Key Consumers

Sales channels and distribution strategies are continuing to diversify; some food and beverage producers are selling products direct to consumers while others are distributing through B2B commerce channels. NetSuite's embedded ecommerce capabilities and integrated fulfillment processes enables businesses to capture and fulfill orders in real-time for rapid expansion and higher customer satisfaction across both B2C and B2B commerce. Additionally, NetSuite's customer portal enables customer self-service with My Account.

Monitor Financial Health

In this increasingly competitive marketplace, food and beverage producers require a complete and timely view of business performance to ensure the highest business health possible. NetSuite arms food and beverage producers with real-time visibility into financial performance through dashboards, key performance indicators, pre-configured reports and a powerful end-user reporting tool catered specifically to the food and beverage industry like cost of goods sold (COGS) tracking, vendor performance, and managing promotions and rebates with deduction management.

Expand Business Operations

Food and beverage manufacturers hoping to expand operations require business systems that can grow with them in a rapid and cost-effective manner. NetSuite supports high-growth companies with its scalable business system that removes the cost and concerns of managing a large IT infrastructure. In addition, functionality supporting multiple languages, currencies and subsidiaries powers business growth across borders and overseas.

The Bottom Line

Food and beverage manufacturers face increasing complexity as they look to manage their operations and grow their businesses, so it's no wonder that more and more in the industry are turning to NetSuite as their solution of choice. With NetSuite as the IT backbone, food and beverage manufacturers are better able to automate processes, plan demand and supply, and drive efficiencies, which frees up time to focus on expanding their business into new markets and to perfect their products offerings.

SuiteSuccess for Food and Beverage

SuiteSuccess for Food and Beverage is available in two unique editions, intended for businesses in different stages of organization growth. Each edition provides a certain level of functionality and pricing so that you can clearly identify which edition is the best solution for your business management requirements.

SuiteSuccess – Food and Beverage Standard Edition

Food and Beverage Standard is designed with small to mid-sized businesses in mind. It provides the ability for smaller distributors, co-packers and light manufacturers of food and beverage products to implement the core functions and benefits that SuiteSuccess for Food and Beverage has to offer without over-inflating their operating expenses.

Delivery Motion and Speed: Faster than Industry Standard

- Food and Beverage Standard Edition is implemented by expert NetSuite Services consultants. Your dedicated implementation team will align all solution customizations and timelines and will devote themselves to warrant an on-schedule implementation.

Modules Included:

- Enterprise Resource Planning
- Customer Relationship Management
- Subsidiary Management
- Inventory Management
- Demand Planning
- Work Orders and Assemblies
- Quality Management

SuiteSuccess – Food and Beverage Premium Edition

Food and Beverage Premium Edition focuses on distributors, co-packers and manufacturers of food and beverage products. While already being a comprehensive offering tailored toward your industry, this edition focuses on food and beverage companies with expanded manufacturing requirements.

Delivery Motion and Speed: Faster than Industry Standard

- Food and Beverage Premium Edition also includes enhanced change management, increased on-site education and extended time for conference room pilot.

Modules Included:

- Premium-Level Financial Management
- Premium-Level Procurement
- Manufacturing WIP and Routings
- Enterprise Resource Planning
- Customer Relationship Management
- Subsidiary Management
- Inventory Management
- Demand Planning
- Work Orders and Assemblies
- Quality Management

NetSuite for Food and Beverage Distributors

One System to Manage Your
Distribution Business

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As cloud applications mature and the world becomes more connected, upgrading a business' IT environment is no longer a way to get ahead—it's a requirement to keep pace. Food and beverage distributors seeking to capitalize on new global opportunities need to unify their supply chains, inventory and order processes to deliver the right products to the right people at the right time.

Food and beverage distributors also need an agile tech environment in order to capitalize on new business models. Whether expanding into a new channel, market or country, or fundamentally changing their business models, distributors need technology platforms to keep pace and innovate.

How Do Mismanaged Business Processes Impact the Success of Food and Beverage Suppliers?

Leading food and beverage suppliers tell us that unwieldy back-office processes and outdated technology can create a number of issues that can impact long-term success, including:

- High operational costs and inefficiencies – Time and money spent on manually managing business processes instead of on meeting customer needs.
- Manual information exchange – Multiple software applications (accounting, inventory management, HR, WMS) that do not communicate in real time.
- Lack of visibility into key business metrics – No ability to report on profitability by customers or products due to multiple systems and spreadsheets.

With all of these issues, food and beverage suppliers waste valuable time and energy. In today's highly competitive business environment, companies need to focus more on customer service and business strategy, and less on performing manual processes, managing numerous software systems and updating spreadsheets.

At the core of these issues impacting long-term success, we see a trend: food and beverage distributors relying on spreadsheets, aging on-premise systems, add-on solutions or worse, a combination of all three. With NetSuite's unified model, food and beverage suppliers can stop wasting time and resources managing multiple data silos while leveraging real-time visibility for insights into their business.

Successful distributors need to upgrade their back-office technology to capitalize on new opportunities. Streamlining operations is crucial to success for improved business practices, inventory and order management, and data-driven business decisions. In today's fast-paced business environment, having this insight can be the difference between thriving and barely surviving.

Comprehensive Financial Management: NetSuite Financials provide end-to-end visibility into receivables and payables. Businesses are able to automate the entire order-to-cash process and streamline the procure-to-pay and record-to-report processes. As a cloud-powered platform, NetSuite also enables real-time views of key, pre-built, easily customized financial reports plus insights into budgeting, expense allocations and amortization. This, in addition to flexible revenue analysis—by customer, service or product line—allows businesses to make informed business decisions.

Inventory Management: NetSuite provides intelligent control over inventory replenishment, helping ensure that sufficient stock is on hand to fill anticipated

NetSuite Food and Beverage Distribution Edition Offerings:

- Role-based, customizable dashboards
- Multiple entity management and consolidation
- Real-time, industry specific KPIs
- Integrated ERP, HCM, WMS, Supply Chain Management, Vendor Portals and Ecommerce

orders, while keeping excess stock to a minimum NetSuite Inventory Management enables you to:

- Dynamically manage item reorder points and preferred stock levels based on average lead time, historical or seasonal-based sales demand and number of days' supply to stock.
- Reduce lag time with real-time alerts whenever stock falls to predefined thresholds.
- Avoid "stock-outs" to maintain continuity.

Demand Planning: NetSuite's native demand planning module is specifically designed to provide the user with the ability to predict required inventory based on historical demand or sales forecasts. This innovative tool offers the right balance of powerful functionality and ease-of-use to help you manage your inventory more efficiently.

Procurement: With NetSuite Procurement, distributors are able to automate much of the purchasing process. Companies are able to effectively manage vendor relationships, streamline and improve the accuracy of source-to-pay processes by enforcing approvals, automate and link key transactions, and establish matching workflows to meet compliance guidelines.

> "NetSuite's been able to keep up with our explosive growth. We can triple our volume right now and it wouldn't impact our systems."

Green Rabbit

Supply Chain Management (SCM): NetSuite has invested heavily into its Supply Chain Management including:

- Product data management, which allows for engineering change order (ECO) capabilities to manage changes that affect the supply chain.

- Supply chain control tower, which acts as central point of visibility for inventory across all subsidiaries/companies around the world to help schedulers, planners and buyers make the right decisions, communicate effectively with customers and suppliers, and hold just the right amount of inventory.

- Inbound shipment management, which enables a business ordering large quantities of product from multiple manufacturers to consolidate multiple purchase orders into a single container to simplify future tracking and status updates.

Multiple Entity Management and Consolidation: NetSuite OneWorld helps food and beverage distributors 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, distributors 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, and 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.

Ecommerce: As the distribution industry trends toward direct-to-consumer sales and business-to-business portals, SuiteCommerce empowers businesses to create a unique, personalized, and compelling mobile and web experience.

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 you scale 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

"The NetSuite platform is something that can absolutely grow with us as we're growing our business."

Global Food Solutions

to delivering real-time visibility of your customers, NetSuite CRM mobility extends collaboration and productivity beyond the workplace. With intuitive tools that provide your employees 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 customized mobile applications for all unique business needs, while complementary mobile solutions from SuiteCloud Developer Network partners enable you to extend mobile functionality in such areas as sales and warehousing—regardless of the mobile platform your organization uses.

A Pathway to Success

With NetSuite, food and beverage distributors 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, we take a consultative approach—from sales to implementation to support—to ensure continuity across your lifecycle as a customer. We have a deep understanding of the challenges food and beverage distributors are facing in today's market. As the pace of change accelerates, NetSuite is here to keep you on a pathway to success.

ORACLE NETSUITE | NetSuite Stairway for Food and Beverage Distributors

www.netsuite.com/food

Establish
- Financials
- CRM and order processing
- Inventory management
- Quality management and traceability
- Planning and production management

Elevate
- Warehouse management
- Procurement and asset management
- Payroll and HR
- People management
- Scheduling and capacity planning

Expand
- Multi-site operations
- Planning and budgeting
- Commerce
- Project management

Accelerate
- International expansion
- Enhanced supply chain operations
- Financial and promotion management
- Omnichannel commerce

Dominate
- Business AI
- Internet of Things
- Sales and order optimization
- Transportation management

NETSUITE FOR
EMERGING FOOD AND BEVERAGE COMPANIES

NETSUITE FOR EMERGING FOOD AND BEVERAGE COMPANIES

While software startups have overwhelmed Silicon Valley, what many don't realize is that a different industry is on the rise—food and beverage. As the global economy continues to grow and technology continues to advance, growing food and beverage companies are finding themselves more equipped and better positioned than ever to prosper.

Yet, these food and beverage companies face unique barriers to growth when compared to their software startup counterparts. Emerging food and beverage organizations need to act big to play in the big leagues. With the help of new sales channels—such as online—the little guys can keep pace with the big players in the industry. That said, as food and beverage companies enter the competitive space, more and more see not only the importance of

acting big in their sales channels and reach, but also acting big in their technology practices. To achieve growth goals and truly compete, growing food and beverage businesses need to equip themselves for long-term success with back-end technology to accommodate every step of the journey.

One of NetSuite's central goals is to create a system that fits the needs of companies of all sizes. With 20 years of best practices and more than 16,000 customers around the world, NetSuite has built a solution that can accommodate a business' operations from Day 1. As growing food and beverage organizations continue to emerge, there are a number of reasons they turn to NetSuite over entry-level solutions like QuickBooks:

Proven: Given NetSuite's long-standing history with businesses and users spanning the drawing board to the boardroom, its solution has been built with the leading best practices for food and beverage in mind to ensure success.

Agile: With change happening every day, food and beverage companies need technology that keeps pace. With 20 years of best practices pre-built into the solution, NetSuite is configured out of the box with KPIs, reports and access every role needs to get up and running quickly but is simultaneously customizable to accommodate changing business needs.

Tailored: NetSuite is built for the food and beverage industry and comes with industry-specific functionality, built-in business process flows and value-driven dashboards and metrics to accommodate food and beverage business processes every step of your journey.

Cost-effective: Unlike some more established food and beverage companies, emerging food and beverage organizations have the unique ability to start in the cloud and grow in the cloud, allowing for cost-savings from Day 1. Cloud delivery eliminates on-premise IT costs and provides automatic updates, so software is always current—unlike NetSuite's on-premise counterparts which require on-site data centers and costly system upgrades to stay current with the software.
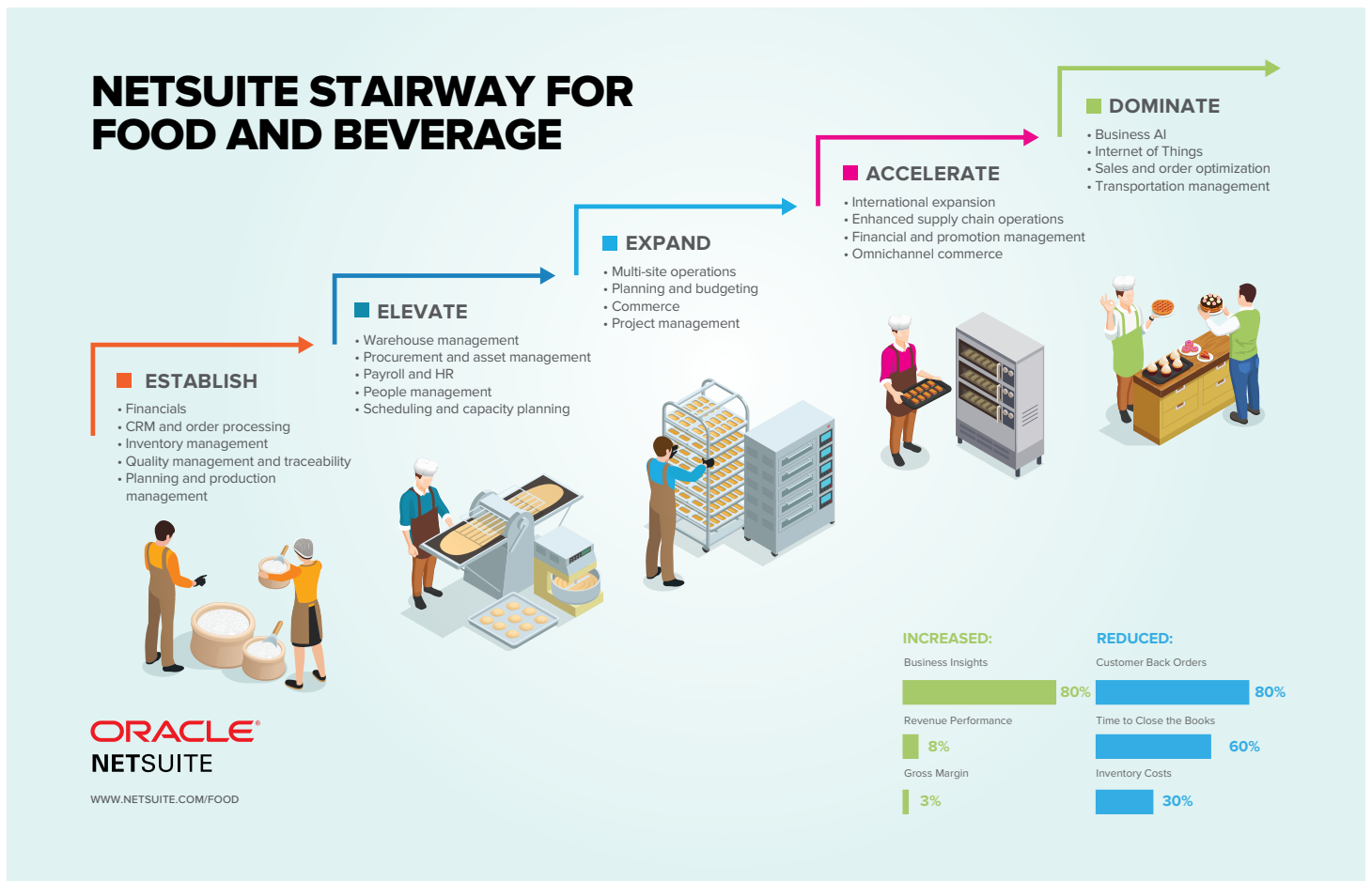
Flexible: Regardless of any change in operations—whether the sales channel or the production facility—NetSuite has the flexibility to support it. As a true cloud solution, NetSuite is updated in real-time and is available online anytime, anywhere.

Scalable: NetSuite provides a single, unified business management suite, encompassing ERP/financials, CRM, inventory and order management, ecommerce and more, that grows with you at every stage while accommodating changing business needs. Starting a business on QuickBooks may make sense, but the reality is that all growing businesses quickly find themselves in need of functionality QuickBooks simply cannot provide. Equipping the organization with a business system that can accommodate every phase of growth enables long-term success.

Trusted: With 20 years of experience in cloud ERP implementations and more than 16,000 customers, NetSuite is proven and trusted as the #1 Cloud ERP.

The Bottom Line

Growing food and beverage businesses seeking a solution to stay with them for the long haul should seriously consider NetSuite as a long-term investment that will grow with them, accommodate their changing business needs and provide them with the most current functionality to capitalize on new markets.

NETSUITE STAIRWAY FOR FOOD AND BEVERAGE

DOMINATE
- Business AI
- Internet of Things
- Sales and order optimization
- Transportation management

ACCELERATE
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- Enhanced supply chain operations
- Financial and promotion management
- Omnichannel commerce

EXPAND
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- Scheduling and capacity planning

ESTABLISH
- Financials
- CRM and order processing
- Inventory management
- Quality management and traceability
- Planning and production management

ORACLE
NETSUITE

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INCREASED:

Business Insights
80%

Revenue Performance
8%

Gross Margin
3%

REDUCED:

Customer Back Orders
80%

Time to Close the Books
60%

Inventory Costs
30%