ORACLE NETSUITE + Avalara

NetSuite & Avalara
Sales Playbook

NetSuite & Avalara ABM Campaign Overview

Objectives

Among the key technology partners for Avalara customers is Oracle NetSuite, a global, scalable ERP. Their solution is a strong complement for Avalara products.

For the first time, NetSuite has agreed to join Avalara in joint marketing efforts to create and drive leads of new customers for both companies.

The campaign targets SMB and midmarket retail organizations.

The Partnership

The Benefit to NetSuite

With Avalara, NetSuite can build on the two companies' complementary products to fulfill the needs of NetSuite's SMB customer base. The partnership will allow NetSuite to attract new customers, manage growing customer expectations, and create scalable solutions to support small and midmarket business trends.

The Benefit to Avalara

The partnership gives Avalara the opportunity to bring unique business value to NetSuite and its small and midmarket customers. Joint marketing will allow Avalara to reciprocate NetSuite's lead generation efforts and create relationships that benefit both companies.

Campaign Assets

Research & Insights Overview

Buyer Profiles

Value Props

Messaging Framework

Email Cadence

Social Posts

Banner Ads

Videos

Sales Playbook

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"With today's ever-changing landscape in retail, it is great to have service providers that work seamlessly with one another. NetSuite and Avalara flawlessly and conveniently allow us to have peace of mind that all omnichannel transactions are handled and taxed correctly no matter where they happen. With a seamless customer experience being our number one priority, in-store and online, NetSuite and Avalara always have our back."

– Guido Enrico Campello, Owner, JOURNELLE

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Campaign Assets

Emails

Avalara & NetSuite Email Cadence

1. Subject line: Simplify order fulfillment in your omnichannel business

How important is order fulfillment to the growth of your retail business? For most retailers, centralizing and streamlining order fulfillment is key to delivering a personalized, exceptional customer experience.

However, as retailers create an omnichannel presence and face supply chain obstacles, order fulfillment has become more challenging than ever before. At the same time, tax compliance becomes more complicated as you sell across digital, mobile, and physical channels.

With a single platform for all business operations—and visibility across channels—NetSuite and Avalara can help you streamline order fulfillment and make the most of the omnichannel opportunity.

Read this blog post to learn more.

[Insert contact info footer.]

2. Subject line: Focus on what matters

Is business growth hampering your ability to focus on what matters? Do you have the right tools and processes in place to manage that growth?

As you grow, you need to trust that your ERP and tax compliance technologies will continue to support you. With NetSuite and Avalara, you get consistent processes and a single source of data so you can focus on key business priorities. Add tax compliance automation to reduce manual effort and make time for the tasks that fuel business growth.

Watch this video to learn how a seamless, integrated solution from NetSuite and Avalara can help you manage business growth and focus on what matters most.

[Insert contact info footer.]

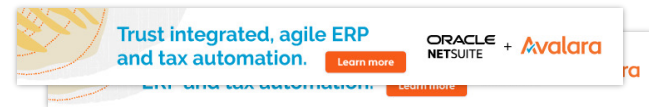## Banner Ads

Trust integrated, agile ERP and tax automation.
Learn more
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Trust integrated, agile ERP and tax automation.
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ORACLE NETSUITE + Avalara

Trust integrated, agile ERP and tax automation.
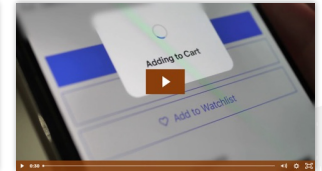Learn more
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Videos

SMB 0:15

SMB 0:30

Midmarket 0:15

Midmarket 0:30

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Target Audience Highlights

Consumer and user data insights are imperative as businesses push to improve customer and employee experiences. Companies are looking for innovative ways to use ERPs to collect, manage, and model data.

Small retailers have shifted their focus to providing remarkable customer experiences and expertise. Companies must now provide exceptional customer service, exude expert product and service knowledge, and train to combat misinformation.

Implementing automation is paramount as retailers push for faster transaction times, deliver tailored experiences, improve customer focus, save time on manual tasks, free up a burdened and shrinking workforce, and upskill to meet tech needs.

The hybrid retail model illustrates the importance of "showroom" capabilities for traditional retail to offer customers the opportunity to touch and feel before they buy.

With the rising popularity of digital marketplaces and the challenges of digital display brands, new digital brands have a competitive advantage in creating their business model around ecommerce and digital operations.

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Messaging for Small and Midmarket Retail

Brand Promise

We optimize business processes and simplify tax compliance so you can focus on the activities that power your business.

Value Statement

Together, NetSuite and Avalara deliver on the vision of optimized business performance and tax compliance simplicity for small and midmarket businesses across the globe. The complementary solutions provide increased productivity, scalable growth, data integrity, real-time data insights, and automated tax compliance.

Target Buyers

CFO

The chief financial officer oversees all financial aspects of the business, while managing budget constraints and decisions about where to spend limited dollars.

Business Executive

Business executives lead business strategy while ensuring the right technologies and resources are in place to execute that strategy.

Controller

The controller assists with daily accounting tasks, processing payroll, as well as managing accounts payables and accounts receivables. Controllers also manage and oversee daily cash flow tasks, which are crucial for small and midmarket businesses..

Owner/Operator (small business)

The owner or operator of the business is a target in small retail organizations. This person sets strategic business goals, identifies growth initiatives, and oversees digital and personnel resources.

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Buyer Conversation Starters: Midmarket

CFO

Buyer Objectives

- Develop a flexible infrastructure and revenue streams
- Establish data intelligence for rapid financial growth, agility, innovation, and adaptability
- Oversee ecommerce and omnichannel initiatives and their impact on the financial aspects of the business
- Report to the c-suite and shareholders

Questions to Ask

- How do you monitor the financial implications of ecommerce and omnichannel strategies?
- What technologies do you use to manage your business processes and tax compliance?
- What accounting system do you use? Does it scale with you as you grow?
- How do you oversee your financials? How trustworthy is your data?

Business Executive

Buyer Objectives

- Lead growth initiatives and ensure superior customer experiences
- Set business objectives and source technologies for rapid innovation and ROI
- Oversee the selection and implementation a centralized ERP
- Respond to competitive pressures and grow the business without increasing risk
- Adapt to shifting market conditions and technology requirements

Questions to Ask

- How do you make sure that everyone is on the same page across disparate teams and systems?
- How do you contribute to or guide operational efficiency in the organization?
- What business challenges would you overcome with a robust, fully integrated ERP and automated tax compliance solution?

Controller

Buyer Objectives

- Manage and oversee daily finances and tax compliance
- Analyze financial business performance and achieve efficiency goals in finance
- Manage business process improvement and tax compliance across disparate business units

Questions to Ask

- How do you achieve your business objectives without complicating tax compliance?
- How do you make sure that your tax compliance is done accurately and efficiently?
- How well do you monitor business processes and changing tax regulations across multiple jurisdictions?
- How well is your ERP and tax compliance solution aligned to your business and financial goals?

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Buyer Conversation Starters: Small Business

Owner/Operator

Buyer Objectives

- Design strategic business goals to achieve growth initiatives
- Oversee the implementation of transformational technologies capable of scaling with the business
- Lead ecommerce and omnichannel initiatives and monitor their impact on business growth
- Grow the business without increasing business inefficiencies or tax compliance risk

Questions to Ask

- How do you contribute to or guide operational efficiency in the organization?
- How do you monitor the financial implications of ecommerce and omnichannel strategies?
- How well does your current tax compliance solution grow with the business?
- What steps have you taken to manage your ERP and tax compliance for new strategies?

CFO/Controller

Buyer Objectives

- Analyze financial business performance and achieve efficiency goals in finance
- Develop new omnichannel revenue streams and customer engagement services
- Act as a gatekeeper for technology investments, ensuring they support business growth and agility

Questions to Ask

- What challenges would you overcome with a robust, fully integrated ERP and automated tax compliance solution?
- How confident are you when responding to an audit? How efficient are your processes and how trustworthy is your data?
- How will new markets, sales channels, and geographies affect your business efficiency and tax compliance?

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Avalara Customer Success

Boll & Branch does what's right with Avalara Included

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Colortone Audio Visual has tax compliance figured out

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Dylan's Candy Bar: A suite for the sweet

Learn More

Lionel Racing gets a tax compliance tailwind from Avalara

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Resources

Resource	Description
[Research & Insights Overview](#)	An overview of trends in the industry that impact NetSuite and Avalara customers
[Buyer Profiles](#)	Persona content that will help you understand the pains and priorities of buyers in retail
[Value Props](#)	A guide to the value that NetSuite and Avalara bring to their joint customers. Two value props exist, one for midmarket and one for small business.
[Messaging Framework](#)	Key messaging pillars that will help you ensure your conversations are focused on the right topics
[Email Cadence](#)	Two series of five emails each on omnichannel retail sales and accelerated retail growth
[Social Posts](#)	A total of six social posts on omnichannel retail sales and accelerated retail growth
[Banner Ads](#)	Paid ads that will help to generate awareness of the joint NetSuite and Avalara solution
[Videos](#)	Four videos (two 30-second videos and two 15-second videos) to be used online and in Avalara social only (*no paid marketing channels*)

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