



## Who is Neto for?

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Neto is the only Australian B2B and multi-channel ecommerce platform that provides an all-in-one solution for ecommerce, POS, inventory management, order management, and shipping labelling.

Simplifying the complexity of scaling an ecommerce business, Neto empowers multi-channel retailers and wholesalers to sell in more channels, and reduce operational expenses with back-office automations that help teams punch above their weight.

## Who is the ideal customer

An SMB multi-channel product retailer or wholesaler that sells products via:

- + **Online**
  - website
- + **Marketplaces**
  - eBay, Amazon, Catch, Kogan, Google Shopping etc
- + **Retail Stores**
  - POS (Point of Sale)
- + **B2C or B2B**
  - telephone orders, field reps, email, trade shows

## Industries

The most popular industries using the platform are:

- + **Auto Parts**
  - Tyres
  - Car Parts
  - Motorcycle Parts
- + **Sports & Recreational**
  - Outdoor
  - Bicycle Stores
  - Gym Equipment
  - Music Stores
- + **Electronics, Tools & Hardware**
  - TVs, Computers, Headphones
  - Hydraulics, PPE, Safety Equipment
  - Garden Equipment, Lawn Mowers, Hoses

## Pain points customers experience before migrating to Neto

- + Difficulty scaling the business operations
- + Increasing infrastructure costs
- + Poor visibility on stock across channels
- + Double handling data tasks
- + Inefficient manual tasks - no automation
- + Uses multiple systems that don't talk together
- + No understanding of the single customer view
- + Uses legacy systems
- + Lack of local support



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## Neto Features Include:

**+ Native online stores**

Design, setup and run class-leading, fully-featured B2B and B2C online stores that are scalable, responsive, reliable and secure.

**+ Multi-channel management**

Sell on leading marketplaces and social networks like eBay, Amazon Kogan, Catch and Facebook. Keep stock, pricing and orders in sync across all channels.

**+ Native cloud POS**

Run a modern multi-location retail business or pop-up shop with our integrated multi-channel POS or integrated 3rd party solutions.

**+ Purchase order management**

Make smarter purchasing decisions with automated stock forecast reporting, inbuilt landed costs calculations and multi-currency purchasing.

**+ Inventory management**

Centralise management of inventory across online stores, marketplaces, and brick-and-mortar stores to deliver an exceptional customer experience.

**+ Sales order management**

Advanced order processing capabilities to ensure that orders from all channels are managed in one place and automated wherever possible.

**+ Warehousing and shipping**

Neto empowers retailers and wholesalers to improve accuracy and speed up order shipping with barcode inventory receipting, picking, packing and shipping label printing.

**+ Reporting and analytics**

Business intelligence, alerts, and automation to help you generate more revenue, cultivate loyal customers, optimise product strategy, and drive profitability.

**+ Accounting Integration**

Automated accounting with direct integrations to MYOB ARL to sync inventory, invoices, payments and customers. Bespoke integrations from Neto to MYOB Exo and Advanced are completed by Exobiz.