



ChannelAdvisor

ChannelAdvisor is a leading multichannel commerce platform whose mission is to connect and optimize the world's commerce. For over two decades, ChannelAdvisor has helped brands and retailers worldwide improve their online performance by expanding sales channels, connecting with consumers across the entire buying cycle, optimizing their operations for peak performance, and providing actionable analytics to improve competitiveness. Thousands of customers depend on ChannelAdvisor to securely power their e-commerce operations on channels such as Amazon, eBay, Google, Facebook, Walmart, and hundreds more.

DEMOGRAPHICS

- **INDUSTRY** | HIGH TECH
- **HEADQUARTERS** | MORRISVILLE, NC
- **FOUNDED** | 1997
- **EMPLOYEES** | 1200+
- **EXISTING ERP** | NETSUITE
- **OTHER SYSTEMS** | N/A

SALES TEAM

- **NETSUITE** | N/A
- **CARAVEL** | CAILA COHEN, SCOTT CURRY

NETSUITE SOLUTION

- **NETSUITE** | N/A
- **MODULES** | RECORD TO REPORT, PROCURE TO PAY, ORDER TO CASH
- **INTERFACES** | N/A

IMPLEMENTATION

- **TIMELINE** | 6 MONTHS
- **METHODOLOGY** | OPTIMIZATION AND MIGRATION TO SINGLE INSTANCE
- **APPROACH** | COMMERCEHUB AND CHANNELADVISOR WILL BE MERGING INTO A SINGLE NETSUITE INSTANCE AND GOING LIVE IN MONTH WITH MERGED SYSTEM REQUIREMENTS AND INTEGRATIONS.

