

Get it Right is Customer Centric, Reliable, & Trustworthy.



GIR NetSuite eCommerce Services

About GIR

Founded in 2020, GIR Software Services, a NetSuite Alliance Partner, has always been dedicated to supporting, providing solutions, and expanding the businesses of prominent NetSuite eCommerce (SCA) and ERP customers. Since its inception, the company has successfully completed over 100 enterprise level projects on Oracle NetSuite, increased sales of 252% for our clients, and has a 62% employee growth rate.

GIR Software Services specializes in all functional areas of NetSuite, utilizing a customer-centric approach to project management, combined with deep technical expertise our team is committed to a 'Get It Right' principle. With our certified NetSuite Experts, services include but are not limited to native or custom solutions on SuiteCommerce, SuiteCommerce Advanced or third-party integrations.

Our Mission

To provide eCommerce solutions in all areas of NetSuite through a customer-centric approach and a “Get It Right” principle.

How we can help you

Key Strengths - Certifications / Authorizations

- Custom UI/UX Design
- Extensive Functional and Technical eCommerce knowledge
- NetSuite Audit and ERP Optimization
- SuiteCommerce Standard Implementation
- Suitecommerce Advanced Implementation / Website Upgrade
- NetSuite Certified Technical Team
- Qualified management team
- Agile Strategy For Project Execution

Partnerships

- Oracle NetSuite Alliance Partner
- Access to the wide network of ERP and eCommerce 3rd party vendors/partners

eCommerce Solutions

- Advanced Performance Optimization (Lazy Loading)
- Affiliate Marketing Options
- Auto-select Credit Card Type
- Color and Size Dimensions for Matrix Items
- Custom Dropdown Navigation (Menu Categorizations)
- Custom Inventory "Locations"
- Custom Order Tracking
- Customized Daily Order Limit Option
- Customizable Mini-Cart
- Customized Order cancellation Option
- Customized Pricing
- Customized Product Order Confirmation
- Customized "Quick View" Pop-up
- Disallow Duplicate Accounts
- Display Over 50 Items with Infinite Scroll / Paginations
- Fraud Prevention Customizations
- Free Item Promotion Options For Affiliate
- Group by Item Groups
- Homepage Custom Carousel
- Inventory Validations
- Item Options
- Item Suggestions (Personalization)
- Kit Items Setup and customization
- Latest Cart & Checkout Customizations For Coupons
- Link to PDF downloads
- List View Buy Option by Item groups
- Login password reset customizations
- Loyalty Reward Program For B2B and B2C
- Matrix Options Customization
- Matrix Selection Disables Invalid Options
- Multiple Item Images with Zoom
- NetSuite URL Customization For Google Analytics
- Non-Sellable Items Customizations
- Order Approval Workflow
- Order Status / Track Order Business Intelligence
- Personalized Coupon/ Promotions
- Product Catalog
- Product Finder Search
- Promotional Logos For Marketing
- Responsive Mobile and Tablet website setup
- Responsive Related Products
- Responsive Top Selling Products
- Search Widget
- Security and PCI Compliance Setup
- Site-wide Compare Items For Mobile and Desktop
- Site-wide Wholesale Users (Single SCA website for B2C and B2B)
- Specifications from Custom Item Fields
- SuiteCommerce Extension For Product Reviews, Overview, and Specifications
- Thumbnail animation on hover
- Unique Cart Item Inventory Control
- Unique Filtering/Custom Facets



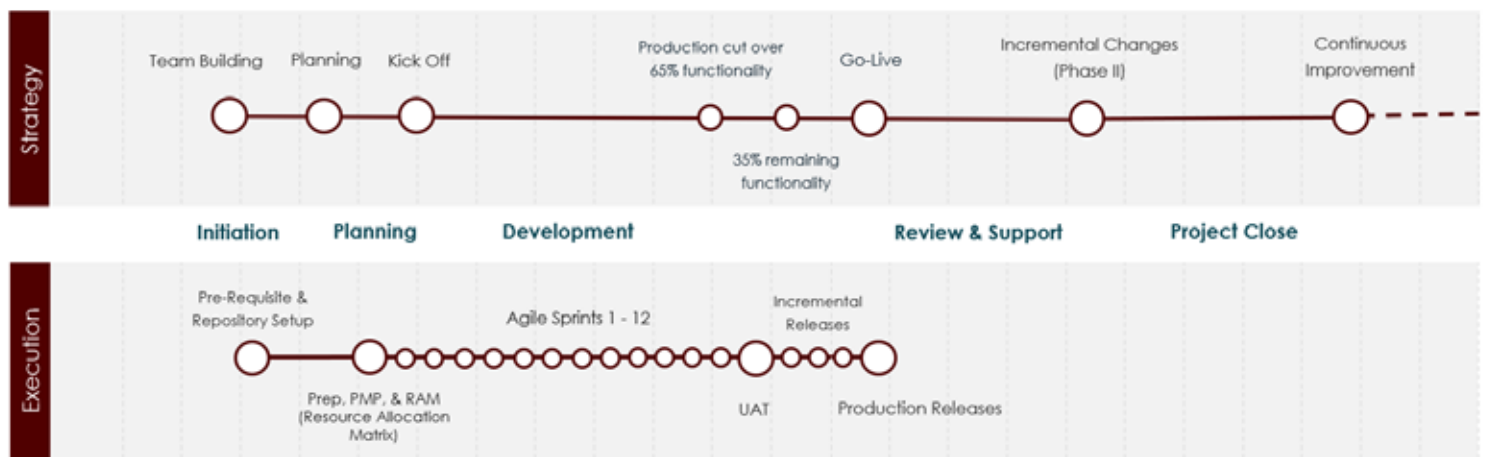
GIR Capabilities

- Amazon SP/MWS Implementation and Consulting Services
- Oracle NetSuite Implementation and Consulting Services
- Implementation / Consulting Services for any third-party software integration for NetSuite
- Technical upgrades & Maintenance for NetSuite ERP
- Migrating / Project Recovery for Suitecommerce, Suitecommerce Advanced, or Complex Business Issues
- Custom Solution Maintenance and Development
- Web Services Integration
- Testing Services - Manual and Automated Testing services
- Mobile Application Development
- System Health Check and Security Audit
- Performance Improvements for e-Commerce Website

Industry Experience

- Retail
- Sporting goods
- Wholesale Distribution
- Micro-vertical: D2C and B2B businesses
- Trusted alliance partner and reliable team to work on big NetSuite implementation
- Manufacturing

Project Strategy & Execution



Value Proposition

- Provide Cost effective solution without compromise on Quality
- Dedicated team with solution experience in Global Market
- Services focused towards customer satisfaction
- Strategic Alliances in areas outside our expertise
- Experienced Consultants available for immediate deployment
- Flexible engagement models to suit the customer requirements
- Proven On-Site Off-Shore Project Management skills
- Wide professional network, aiding in quick ramp up capabilities

Our Customers



Customer-Centric Approach

Custom-made, personalized solutions
“Get It Right” principle.

Simple and straightforward language Engagement and communication throughout process.

Qualified Management Team

A qualified team of certified developers and project managers.

Certified experience helping clients navigate technological intricacies and pain points.



The GIR Approach

Deep Technical Expertise

Extensive offerings including B2B and B2C Webstore (SiteBuilder, SuiteCommerce), and native NetSuite certified solutions.

Intuitive tools and in-house experts.

Measurable Success

Quantifiable analysis and measurable outcomes.

Real success stories and testimonials.

Vast industry success

Contact us

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**GET IT RIGHT
BY INVESTING
IN THE BEST
TALENTS & INNOVATION**

Additional NetSuite Services

In addition to the services outlined on the preceding pages, GIR now delivers the following expanded capabilities across the modernized NetSuite platform, integrations, migrations, and marketing execution.

NetSuite Next Implementation

- Greenfield NetSuite Next implementation for B2C, B2B and D2C brands
- Re-platforming from SuiteCommerce Standard / SCA / SiteBuilder to NetSuite Next
- AI-driven merchandising, personalization, and search enablement
- Headless / composable storefront architecture on NetSuite Next
- Post go-live hyper-care and continuous optimization

NetSuite Next Support

- 24x7 Tier 1 / Tier 2 / Tier 3 support with defined SLAs
- Release-readiness testing for each NetSuite upgrade window
- Storefront performance monitoring and Core Web Vitals tuning
- Bug fixing, patching, and enhancement backlog management
- Quarterly business reviews and roadmap planning

EDI Integration

- Supported transaction sets: 810, 850, 855, 856, 860, 940, 943, 944, 945, 846, 997
- Integration with SPS Commerce, TrueCommerce, Cleo, B2BGateway, Celigo EDI, Orderful
- Retailer compliance (Walmart, Amazon Vendor, Target, Costco, Kroger, and more)
- Automated order-to-cash, ASN generation, and inventory sync from NetSuite
- EDI mapping, chargeback avoidance, and partner onboarding services

NetSuite Workflows Implementation

- Sales order, purchase order, journal entry, and vendor bill approval workflows
- Custom state / transition design with conditional logic and role-based routing
- Email alerts, task creation, and record locking automations
- Workflow Action Scripts and SuiteScript-backed advanced workflows
- Workflow audits, cleanup, and performance optimization

NetSuite Accounting Modules — Detailed Support

Functional and technical support across the complete NetSuite Financial Management suite, delivered by NetSuite-certified accountants and consultants.

General Ledger (GL)

- Chart of Accounts design, subsidiary hierarchy, and segment / class / department setup
- Journal entry automation, intercompany elimination, and period-close acceleration
- GL impact analysis, audit trail configuration, and reconciliation support

Accounts Payable (AP)

- Vendor onboarding, bill capture, 3-way match, and approval workflows
- AP automation with OCR, Tipalti, Bill.com and BILL Spend & Expense
- Payment runs, 1099 processing, and vendor aging analytics

Accounts Receivable (AR)

- Customer invoicing, deferred revenue, cash application, and dunning automation
- AR aging dashboards, credit hold logic, and collections workflows
- Payment gateway integrations (Stripe, Authorize.Net, Braintree, CyberSource)

Fixed Assets Management (FAM)

- Asset proposal, depreciation schedules, disposals, and revaluation
- Bulk asset imports and asset-to-GL reconciliation

Multi-Book & Multi-Currency Accounting

- Statutory / GAAP / IFRS parallel books configuration
- Foreign currency revaluation, consolidation, and translation adjustments

Tax Management (SuiteTax & Avalara)

- SuiteTax engine setup and legacy tax migration
- Avalara AvaTax, CertCapture, and Returns integration
- Nexus, VAT / GST, and cross-border tax compliance

Revenue Recognition (ARM / ASC 606 / IFRS 15)

- Revenue arrangements, performance obligations, and revenue plans
- Contract modifications, VSOE / SSP setup, and audit-ready reporting

Budgeting, Planning & Reporting

- NetSuite Planning & Budgeting (NSPB) implementation
- Custom saved searches, financial reports, and SuiteAnalytics Workbooks
- Executive dashboards and KPI scorecards

Complex Integrations with NetSuite

Deep, mission-critical integrations that connect NetSuite to the rest of your digital ecosystem, using best-of-breed iPaaS platforms and custom SuiteScript / REST / SOAP APIs.

- iPaaS: Celigo, Boomi, MuleSoft, Workato, Jitterbit, Zapier
- CRM: Salesforce, HubSpot, Microsoft Dynamics 365
- 3PL / WMS: ShipHawk, ShipStation, Shipwell, ShipBob, Extensiv
- Marketplaces: Amazon SP-API, Walmart, eBay, Etsy, Faire
- Payments: Stripe, Adyen, Braintree, PayPal, Authorize.Net
- POS: NetSuite POS, Shopify POS, Lightspeed, Square
- Custom REST / SOAP / SuiteTalk / RESTlet / SuiteScript 2.1 integrations
- Event-driven middleware: Kafka, SNS/SQS, Azure Service Bus

NetSuite Training

- End-user training: Sales, AP, AR, Inventory, Warehouse, Customer Service
- Administrator training: Setup, roles & permissions, saved searches, workflows
- Developer bootcamps: SuiteScript 2.1, SuiteFlow, SuiteAnalytics, SuiteCloud CLI
- Executive briefings: dashboards, KPIs, and analytics
- Custom training curricula, recordings, quick-reference guides, and knowledge-base setup

Marketing Integration & Execution

Email Marketing Integration

- Integrate NetSuite CRM with Klaviyo, Mailchimp, HubSpot, Marketo, Bronto, Constant Contact
- Automated lifecycle campaigns (welcome, abandoned cart, post-purchase, win-back)
- Segmentation using NetSuite saved searches and customer analytics
- A/B testing, deliverability tuning, and revenue attribution back to NetSuite

Giveaway Marketing Implementation

- Sweepstakes, contests, and referral giveaway campaign build-outs
- Landing pages, entry forms, and CAPTCHA-protected participation flows
- Automatic winner selection, fulfillment order creation in NetSuite, compliance tracking
- Integration with Gleam, ViralSweep, KingSumo, Rafflecopter

Promotion Campaigns Implementation

- Coupon, BOGO, tiered discount, and free-shipping promotion setup in NetSuite
- Site-wide banners, promo strips, and cart-level rules
- Loyalty and referral program integration (Smile.io, Yotpo, LoyaltyLion)
- Attribution reporting: revenue lift, redemption rate, margin impact

Social Media Marketing Implementation

- Facebook / Instagram Shops, TikTok Shop, Pinterest catalog sync with NetSuite
- Meta Conversions API and TikTok Events API server-side tracking
- UTM governance, Google Analytics 4, Google Tag Manager configuration
- Influencer / affiliate program integration (Impact, Refersion, ShareASale)

QuickBooks to NetSuite Data Migration & Support

A structured, audit-ready migration path from QuickBooks Online / Desktop / Enterprise to NetSuite — preserving history, balances, and compliance.

- Discovery, chart-of-accounts mapping, and cutover strategy
- Migration of masters: Customers, Vendors, Items, Employees, COA
- Migration of open and historical transactions (AR, AP, GL, inventory)
- Trial balance reconciliation and sign-off with your CPA / auditor
- Parallel-run support, month-end close support, and post-migration hyper-care
- Ongoing managed accounting support after NetSuite go-live

WooCommerce Integration with NetSuite

Two-way integration between WooCommerce storefronts and NetSuite ERP for merchants who want to keep WordPress on the front end while running finance, inventory, and fulfillment in NetSuite.

- Real-time order sync (WooCommerce → NetSuite Sales Order / Cash Sale)
- Item, price level, and inventory availability sync (NetSuite → WooCommerce)
- Customer master sync, including B2B price levels and tax exemptions
- Fulfillment, tracking number, and refund write-back to WooCommerce
- Multi-store, multi-currency, and multi-subsidiary support
- Delivery via Celigo integrator.io, custom SuiteScript, or Woo REST API connectors

Leadership Team

GIR Software Services is led by an experienced NetSuite team blending decades of hands-on Oracle NetSuite expertise, business-development leadership, and modern AI-driven ERP innovation.



Palak Choksi

PRESIDENT & CO-FOUNDER · GIR SOFTWARE SERVICES

Palak is a prominent NetSuite expert and the President & co-founder of GIR Software Services. He holds an undergraduate degree in Mathematics & Computer Science and a Master's in Computer Applications, and brings **15+ years** of experience in business development, e-Commerce and enterprise technology leadership. After moving to the U.S. in 2008 and holding tech leadership roles at multinational companies, Palak was recruited to build a top-tier NetSuite practice — today he leads a NetSuite, SuiteCommerce and SuiteCommerce Advanced team out of Houston, TX.

Highlights: Drives GIR's delivery of premium NetSuite solutions across the U.S.; led a SuiteCommerce Advanced search customization that produced a **7% sales lift** for a client; instituted the team's daily morning brainstorm ritual for tailored, transparent customer solutions.

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Lakshman Muppuri (Lucky)

NETSUITE TECHNOLOGY MANAGER · GIR SOFTWARE SERVICES

Lakshman — known to the team as **Lucky** — leads GIR's NetSuite engineering practice from the Houston office and directs a group of certified NetSuite developers and consultants. Prior to joining GIR in July 2024, he served as a **NetSuite Engineer at Casella Waste Systems, Inc.**, delivering enterprise-grade NetSuite ERP solutions. Lucky builds tailored solutions for finance, operations and ERP challenges of any size — from high-volume order automation to SuiteCommerce Advanced customization.

Highlights: Curated the **101 NetSuite Next AI Companion Prompts** library spanning 6 functional categories; runs the daily leadership ritual where the team meets every morning to evaluate client challenges and brainstorm solutions before writing a single line of code; anchors GIR's technical delivery quality and code-review standards.

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Arushi Thakur

BUSINESS DEVELOPMENT MANAGER · GOLDMAN SACHS 10KSB ALUMNA

Arushi drives GIR's growth as a **Goldman Sachs 10,000 Small Businesses leadership alumna** — an achievement recognizing her track record in scaling B2B businesses, strategic partnerships and go-to-market strategy. She has been with GIR Software Services for **2.7+ years**, leading NetSuite client engagement and LinkedIn outreach that connects businesses with GIR's NetSuite expertise.

Highlights: Led the hiring of top NetSuite talent and the structured training programs that power GIR's delivery teams; owns strategic partnerships and B2B go-to-market execution; primary point of contact for prospective NetSuite ERP and SuiteCommerce customers.

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