



Guitar Hero®

www.GuitarHeroStore.com



- **Company:** Activision Publishing, Inc. (NASDAQ: ATVI), makers of *Guitar Hero*®, the multi-million copy selling videogame franchise

- **Headquarters:** Sunnyvale, CA

- **Industry:** Sports/Entertainment, Ecommerce

“None of the other options we considered were nearly as well integrated as NetSuite. The NetSuite Ecommerce experience has been seamless.”

— *Guitar Hero*®

Guitar Hero® Implements NetSuite to Manage its Ecommerce Operations, Cut Support Times by One-Third During Busy Season

Challenges:

- *Guitar Hero* transformed virtually overnight from a small videogame controller manufacturer to a household name when millions of players discovered the *Guitar Hero* game.
- While *Guitar Hero* and related accessories fly off store shelves, maintaining a top-notch electronic storefront remains a priority.
- *Guitar Hero* wanted to adopt a more powerful, integrated Ecommerce solution.
- With the Christmas season and a new generation of *Guitar Hero* titles on the horizon, there was little time for complicated multi-vendor solutions and protracted learning curves.

Solution:

- *Guitar Hero* quickly found the end-to-end Ecommerce solution it wanted in NetSuite.
- NetSuite's integrated campaign analytics allow *Guitar Hero* to monitor and adjust the performance of its keyword marketing and promotional sales tactics.
- NetSuite also delivers powerful merchandising and promotional opportunities to *Guitar Hero* with the ability to cross-promote, alter pricing, and introduce new merchandising campaigns quickly and efficiently.

Results:

- The benefits have touched *Guitar Hero*'s entire online selling operation.
- Through NetSuite, *Guitar Hero* has greatly simplified its customer support through integrated records and a single point of contact, which has significantly improved turnaround time.



 Find out more: contact NetSuite Inc. at 1 877 NETSUITE or visit www.netsuite.com