

OFFICE SUPPLY DISTRIBUTORS

E-Commerce Apruval Rating Report



apruve

Introduction

B2B eCommerce continues to be a new frontier. A significant percentage of manufacturers, distributors, and wholesalers are still using printed catalogs, phone, and fax for taking orders. These outdated methods will negatively effect their ability to grow and manage their business.

Ecommerce is the future of B2B selling.

At Apruve, our entire business is based upon serving the needs of B2B eCommerce sellers and their buyers. We strive to closely understand what's happening in this market from a number of angles with quantitative, measurable data.

Based on our research, we have published a series of reports measuring the eCommerce presence of B2B sellers in various vertical markets using the "Apruval Rating" - a calculation of various metrics related to a seller's online store and how they interact with their business customer.

This report focuses on *Office Supply Distributors*, a group of businesses in various stages of eCommerce adoption that are still learning how eCommerce can positively impact their business.

We hope you enjoy this report.

Michael Noble
CEO
Apruve, Inc.

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eCommerce Statistics

of B2B customers use mobile devices to purchase.

42%

of buyers say that the most important factor is ease of finding information.

76%

of B2B buyers are millennials.

50%

of B2B decision makers attribute digital commerce to their expect growth.

89%

of eCommerce websites use algorithms to give dynamic pricing.

40%

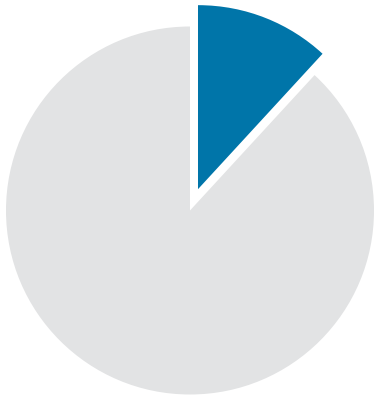
of B2B buying decisions are made prior to engaging with a sales team.

57%

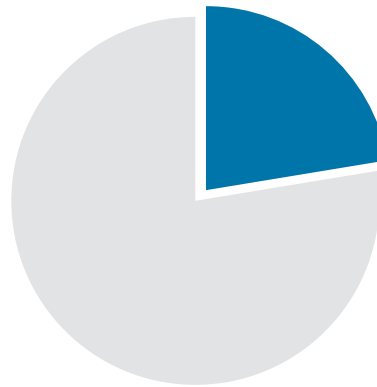
of B2B buyers research products online before purchasing.

74%

Report Highlights



12%
of companies
openly offer
volume pricing
to potential
customers.



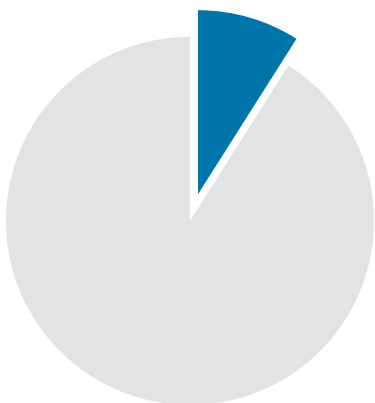
23%
offer other methods
of payment
(Credit/ACH/Check)
to customers.



28%
offer a bulk
order/punch-out
ordering
function for
customers.



30%
of websites
evaluated offer
a reordering
function to
customers.



10%
of distributors
offer a mobile
application.

Methodology & Classes

CRITERIA



User Experience & Usability

- Product images on the search page
- Bundle options
- Ratings and reviews on the product page
- Save a shopping cart/wish-list
- Responsive



B2B Product needs

- Dealer channels with search functionality
- Options to store credit cards
- Advertise volume discounts
- Offers credit/financing for purchases
- Online POs and invoices



Marketing & Shipping

- Product and service marketing
- Search engine ranking
- Application for mobile use
- Multiple shipping options
- Deals on shipping
- Ability to reorder

Industry Performance

	UX	MARKETING	B2B NEEDS	TOTAL
Average	50.5	28.3	93.3	172.1
High	80	68.3	135	283.3
Low	25	8.5	50	83.5
Top 5 averages	70	50.8	119	239.8
All other companies	48.7	26.3	90.9	165.9
Perfect Score	90	70	140	300

Top 5 Ranking Companies

COMPANY	RATING	RANK
Amazon	278.3	1
Shoplet	242	2
On Time Supplies	231.6	3
Office Max/Office Depot	230.9	4
Best Buy Business	216.1	5

Out of 300

Rating Scale

>200

Superior

Superior companies provide B2B customers with an excellent website experience, multiple ways to purchase, and provides comprehensive product information to customers.

199-175

Sufficient

Companies give B2B customers a proficient website experience, but are missing some key B2B needs like checkout and financing options.

<174

Average

B2B customers looking to purchase might find it difficult to find and navigate the website, and will find it problematic to make purchases online.

Findings

Locked vs. Unlocked Sites

A few office supply eCommerce sites have elected to lock their entire eCommerce site, to make it viewable only to registered accounts. This decision is typically an attempt to hide wholesale pricing from competitors or the general public.

Years ago, locking sites was the only way to offer protection from these competitive risks, but this decision comes with significant repercussions of minimal customer acquisition, lower search ranking, and increased sales friction.

With today's eCommerce technology, it is no longer about locking or not locking your site; it is about what information should only be shown to registered users.

By implementing a dynamic eCommerce site, businesses can display proprietary information to only registered users, such as custom pricing and product information. By implementing a dynamic eCommerce site, distributors can still protect their data while taking advantage of the marketing and sales benefits of a public eCommerce site.

Locked sites are excluded. Why?

The Office Supplies Apruval Rating does not include protected sites as these web properties would not rank well in the marketing category because of their minimal SEO & SEM ability.

Also, due to the fact that the Apruval Rating compares the top Office Supply companies as a perspective NEW and reoccurring business buyer, a protected website creates an enormous amount of first purchase friction and does not allow a corporate entity to easily contrast the pros and cons of each online offering.

Comprehensive Strategies

In the Office Supplies industry, eCommerce sites tend to focus their attention on either business customers (B2B) or consumers (B2C), and struggle to meet the needs of both combined demographics.

The majority of websites market to consumers as they advertise back to school promotions, small quantity purchases, and focus solely on credit card purchases. These tactics are great for consumer marketing but deter businesses from making a purchase or driving loyalty.

To attract business buyers, websites should focus on the needs of corporate procurement, including features such as; easy reordering, bulk discounts, multiple payment methods, and bulk ordering.

- 12% of companies offer volume discounts
- 28% offer bulk ordering
- 23% offer several payment options

The majority of eCommerce sites do not actively place B2B features on their public product pages. If consumer's are the main target audience, hiding these functionalities may be best, however opting to not advertise the feature availability may result in a large loss. At a minimum, sites should have a good call-to-action for businesses to redirect them to an experience that better meets their procurement needs and drives B2B revenue.

Case Studies

Shoplet

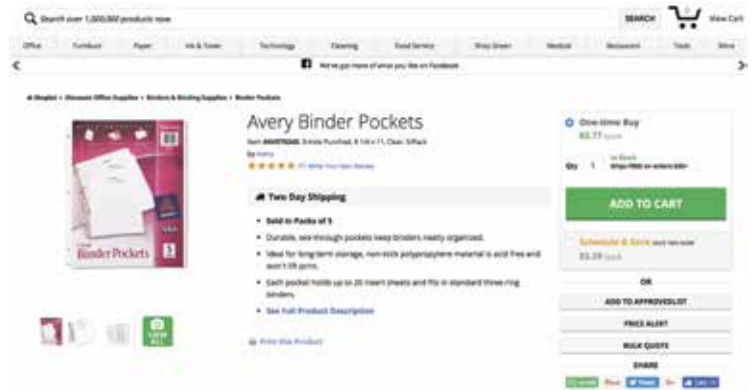
Shoplet successfully markets to the business buyer. Their slogan “everything for your business” and the large call-to-action “Shopping for a Business?” on their homepage, excels at dividing their business buyers away from their general website traffic.

Shoplet.com has a great understanding of their target market and built a site around those pain points. The outcome, a pristine site that directs cost sensitive buyers to deals in a matter of clicks, and promotes a flawless navigation and search function to make any product findable in seconds.

Their product pages offer ample information about each product allowing for excellent internal and external search and answer any questions a potential buyer may have. On top of that, their products have reviews, recommended

products, and bundle deals to drive a reassurance of each purchase made on the site.

Their execution of a clean and simple storefront with the powerhouse of B2B functions, justifies how Shoplet satisfies the needs of all consumers and corporate entities that come to their site.



Staples

Staples is a clear giant in the industry and they have used their resources to create an amazing site that makes large strides in meeting the needs of both B2C and B2B markets.

Staples excels at using their brick and mortar locations to drive sales. Their site uses geotargeting to quickly find the location of the store in closest proximity which gives them a leg up on most of their competition. This is imperative with time sensitive purchases.

Their brick and mortar strategy is not the only industry differentiator, unique functionalities such as; digital invoicing, custom and volume pricing options, and bulk order capabilities undoubtedly drive B2B sales and loyalty through their online store.



Apruval Ranking

RANK		Company	UX	MARKETING	B2B NEEDS	RATING
1		Amazon	75	68.3	135	278.3
2	↑ 2	Shoplet	80	42	120	242
3	↓ 1	On Time Supplies	80	41.6	110	231.6
4	↑ 1	Office Max/Depot	70	50.9	110	230.9
5	←	Best Buy Business	45	51.1	120	216.1
6	↑ 2	Staples	60	52.0	100	212.0
7	↑ 4	Quill	60	36.4	110	206.4
8	↑ 24	City Office Supply	50	32.0	120	202.0
9	↑ 26	Office Supply	60	31.3	110	201.3
10		Porter's Office Products	70	30.9	100	200.9
11		BuyOnlineNow	50	40.8	110	200.8
12		OfficeZilla	60	20.7	120	200.7
13	↑ 2	Bulk Office Supply	50	29.6	120	199.6
14		Sustainable Supply	60	27.0	100	187.0
15	↑ 13	Rapid Supplies	70	21.0	95	186.0
16	↑ 12	Supply Geeks	50	35.6	100	185.6
17	↑ 40	Concord Supplies	70	17.8	95	182.8
18	↑ 20	Office Super Savers	50	30.6	100	180.6
19	↓ 12	Walmart	70	49.3	60	179.3
20		ImageStar	45	23.1	110	178.1
21	↓ 11	Blue Cow Office	50	40.5	85	175.5
22	←	Complete Office USA	50	10.2	115	175.2
23		Smead	70	24.6	80	174.6
24	↓ 9	Tops Products	60	24.4	90	174.4
25	↑ 1	Capitol Supply	50	31.1	90	171.1

Rank change from previous Office Supply Rating Report edition ↑ UP ← SAME ↓ DOWN

Apruval Ranking (continued)

RANK		Company	UX	MARKETING	B2B NEEDS	RATING
26		Bostitch Office Products	50	30.8	90	170.8
27	↓ 12	Office Supply Hut	50	30.6	90	170.6
28		Innovative Office Solut.	40	30.1	100	170.1
29	↑ 13	Office World	30	29.9	110	169.9
29	↑ 3	Office Point	40	29.9	100	169.9
31	↓ 5	IBuyOfficeSupply	40	22.0	105	167.0
32	↓ 6	Gorilla Office Supplies	50	30.5	85	165.5
33		Give Something Back	50	21.0	90	161.0
34	↑ 8	Rifle Paper Co.	50	30.9	80	160.9
35	↓ 9	Supply Time	50	30.7	80	160.7
36	↓ 1	Jam Paper & Envelope	50	20.3	90	160.3
37	↓ 2	Avery	60	19.9	80	159.9
37	↓ 25	Act Supplies	40	29.9	90	159.9
39	↑ 2	Uline	25	30.6	100	155.6
40	↑ 8	Economy Office Supply	30	15.5	110	155.5
41	↓ 16	Mead	60	20.3	75	155.3
42	↓ 31	The Green Office	40	30.0	85	155.0
43	↓ 19	Kopy Kat Office	50	14.9	90	154.9
44	↑ 3	Arrow Office Supply	40	29.3	85	154.3
45	↓ 1	Office Supply Inc.	50	11.4	90	151.4
46	↓ 8	WB Mason	40	25.0	85	150
47	↓ 3	GOS 1	50	9.9	90	149.9
48	↓ 27	Franklin Planner	50	29.8	70	149.8
49		OP Supply	40	19.4	90	149.4
50		PaperPro	40	21.6	85	146.6

Rank change from previous
Office Supply Rating Report edition ↑ UP ← SAME ↓ DOWN

Apruval Ranking (continued)

RANK		Company	UX	MARKETING	B2B NEEDS	RATING
51		Blue Ribbon Business	40	21.3	85	146.3
21		JD Distributors Inc	30	29.9	85	144.9
53	↓ 34	Twist Office Products	45	26.0	70	141
54	↓ 9	Warrens Office Supplies	30	20.6	90	140.6
55	↓ 29	Office Ink Plus	50	30.4	60	140.4
56	↓ 6	Basset Office Supply	30	18.2	90	138.2
57	↓ 32	Office Sensei	50	10.6	75	135.6
58	↓ 49	Poppin	50	33.9	50	133.9
58		FSIOffice	40	23.9	70	133.9
60		Biggest Book	45	8.5	70	123.5

Rank change from previous
Office Supply Rating Report edition ↑ UP ← SAME ↓ DOWN

About Apruve

Apruve's B2B credit network enables manufacturers, wholesalers and distributors to extend revolving lines of credit to their business buyers without any financial risk or back office overhead. Customers include Texas Instruments, Boxed, Automation Distribution, Radioparts, Eco Distributing and other suppliers from a myriad of B2B industries.

With Apruve, extending payment terms to your customers is as easy as accepting a credit card.

To learn more, visit www.Apruve.com, or email us at hello@apruve.com.



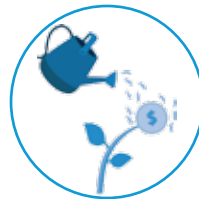
Streamline Accounts Receivable
Real-time credit approvals, without paperwork or collections.



Increase Cash Flow
Suppliers paid 24 hours after product ships.



Eliminate Risk
Suppliers are not responsible for default or late payments.



Grow Sales
Extending credit increases order value and frequency.



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