apruve | ShipHawk

B2B eCommerce

How to Scale for Growth & Boost Profits

March 9, 2017

Webinar Agenda

Introduction

Presenters

Companies Involved

Best-of-Breed

Sophisticated Workflows

MEET YOUR PRESENTERS

Michael Noble
CEO & Founder, Apruve

Jeremy Bodenhamer
President, ShipHawk

Rachel Hollifield
Marketing Manager, Apruve

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Hello, I'm Apruve

Credit Management for B2B Commerce

JOIN THE B2B CREDIT NETWORK

Offer risk-free revolving lines of credit to your business customers.

Apruve is a B2B credit network that connects business buyers, their suppliers, and third-party banks to drive B2B sales through easy, risk-free lines of credit. Apruve integrates directly into online stores or ERPs to manage credit programs for suppliers with and without eCommerce.

Hello, I'm ShipHawk

Shipping Software to Automate and Scale your Business

THE FUTURE OF SHIPPING SOFTWARE

Reduce costs. Increase profits. Make customers happy.

ShipHawk is a shipping automation and intelligence platform built to automate and scale your business.

- Compare parcel, freight and white glove services in one platform
- Pack your inventory in the right box
- Streamline operations and automate workflows
- Make data-driven decisions with access to better quality data

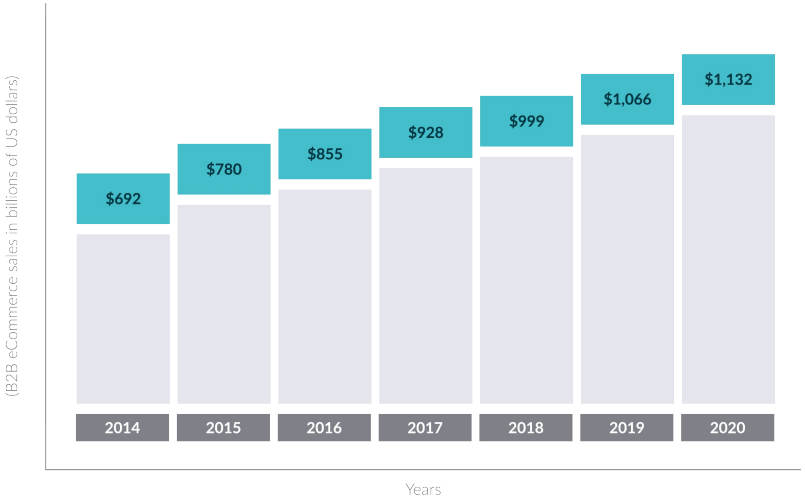
B2B ECOMMERCE IS BOOMING

Driven by Operational Efficiency & Improved Customer Experience

Over half of manufacturers and distributors expect to be managing the majority of their orders online by 2020

93% of B2B buyers prefer to buy online once they've decided what to buy (Forrester)

62% of consumers agree that eCommerce maintains or increases customer loyalty (Forrester)



US B2B eCommerce Forecast: 2015 to 2020, Forrester Research, Inc.
The Case for Channel-Shifting Offline Customers Online, Forrester Research, Inc. June 24, 2015

TREND # 1:

Best-of-Breed Approach

B2B ECOMMERCE HAS CHANGED

YEARS AGO

ECOMMERCE

BEST OF BREED APPROACH

THE APPROACH

An approach to business technology that involves purchasing and integrating technologies from different vendors to obtain a best-in-class offering.

THE APPLICATION

An application made up of multiple, independent micro-services being called into a single application experience.

> By the year 2018, more than 50% of commerce sites will integrate technologies from more than 15 vendors to deliver a digital customer experience.

Gartner Group, Magic Quadrant for Digital Commerce, 09 March 2016

THE BENEFITS

“Let the Experts Be the Experts”

Specialty / Performance

Get more specialty items that perform better than you could make yourself.

Ease / Minimal Resources

Open APIs allow for ease bolt on functionality with minimal development resources.

Speed / Functionality

Quickly grow site functionality, jump onto trends.

THE BENEFITS

Best of Breed:
DRIVEN BY APIs

- Google Maps & GPS -

- Braintree (payments) -

- Twilio (mobile SMS) -

- Database software -

TREND # 2:

Sophisticated Workflows

EASY WORKFLOWS

Fantasizing about Simplicity

Product

Customer Need

Payment

Shipping

SOPHISTICATED WORKFLOWS

Business Complexity at an All new High

Product

Numerous Models
Different Performance Specs
Operating Systems
Efficiency
Price

Customer Needs

FINANCE
What's most cost efficient

MARKETING
Print color and different sizes

IT
What works with current tech

OPERATIONS
What is the most streamlined

Payment

Who has the buying power?

Shipping

SOPHISTICATED WORKFLOWS

Complexity Multiplied - Extending Credit

Traditional Credit

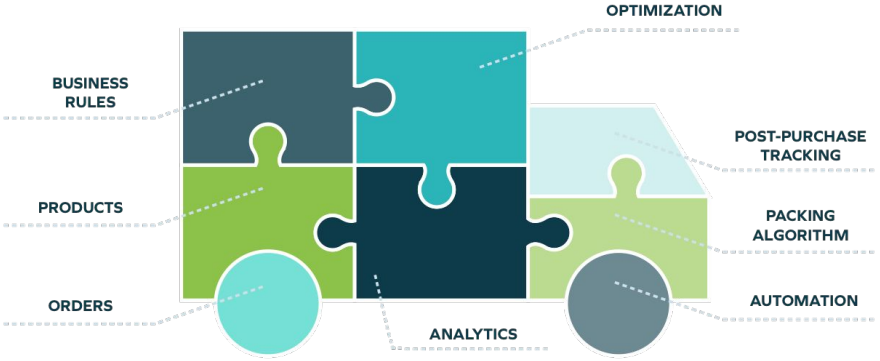
Apruve Credit

SOPHISTICATED WORKFLOWS

Complexity Multiplied - Shipping

API

ShipHawk Web Portal



PARCEL	LESS-THAN-TRUCKLOAD	3RD-PARTY LOGISTICS PROVIDERS	HOME DELIVERY	ON DEMAND	BLANKET WRAP	FIRST MILE SERVICES
FedEx	YRC	Worldwide Express	XPOLogistics	deliv	Polycon	FedEx Office
UPS	SAIA	ECHO	MXD Group	UBER RUSH	Uline	NAVIS
United States Postal Service	R+L Carriers	COYOTE	PILOT	Postmates	Vintage	PAKMAIL

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QUESTIONS?