

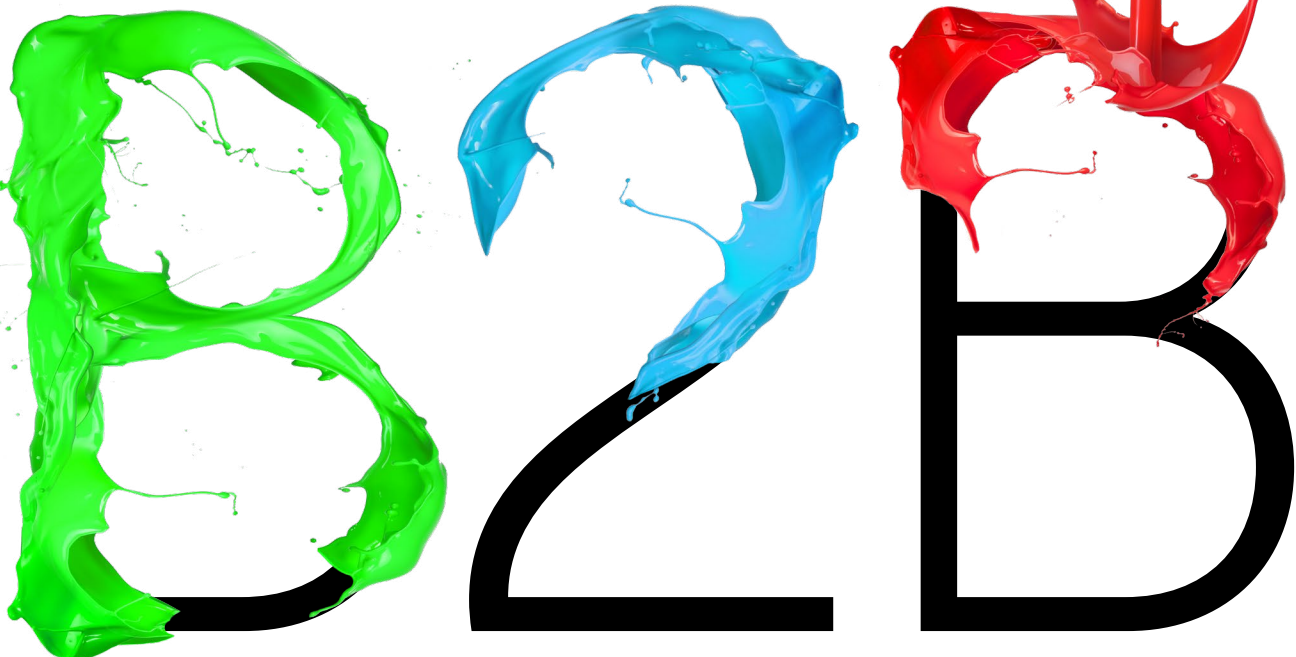
B2BECNEWS

strategic intelligence for business-to-business professionals

B2BeCommerceWorld.com

FEBRUARY/MARCH 2016

A FRESH LOOK FOR



Pressed to build websites useful to customers and noticed by search engines, B2B web designers are creating web and mobile features that leapfrog those of consumer-oriented sites.

- + Trends focus: Web content and web design
- + Manufacturer L.C. King fashions a new site
- + Distributor Ryonet sketches a new web design

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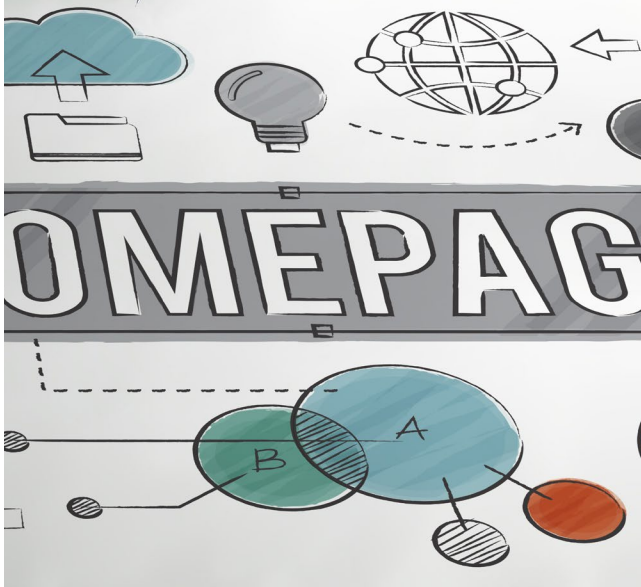
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Designs on B2B e-commerce

To stand out and compete online, manufacturers and distributors are learning how to tailor their web sites to customers' interests.

BY PAUL DEMERY



DESIGNING DIESEL ENGINES IS TOUGH ENOUGH. BUT DESIGNING A WEBSITE TO DISPLAY AND SELL THEM IS A WHOLE OTHER CHALLENGE.

If you're selling scores of diesel engine types, each with lots of intricate moving parts, how do you design a website that shows customers the details that will help them find and buy what they want—and keep them coming back for more?

For Cummins Inc., which in 2019 will mark a century in the business of designing and building diesels and other types of engines, the answer was in a completely redesigned site dressed up with help from a new content management system. While Cummins has steadily evolved with engine technology over the years, its website was overdue for a refresh.

“We supply diesel engines for any application imaginable; from highway construction to railroad and marine,” digital marketing manager Lisa Eubank says. “We’re an important provider, with a well-earned reputation as a tech leader in the fields in which we do business. Yet our website, launched in 2002, was clunky and not buyer-friendly. We

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needed an ease-of-use online marketing solution reflective of who we are, one that would also optimize across mobile platforms.”

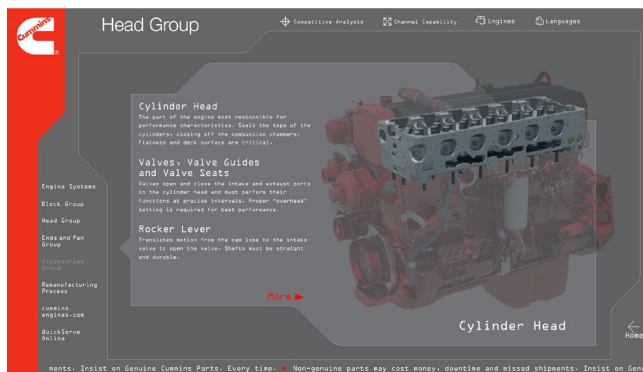
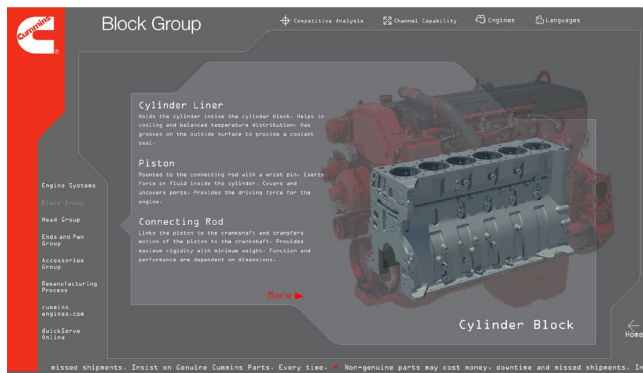
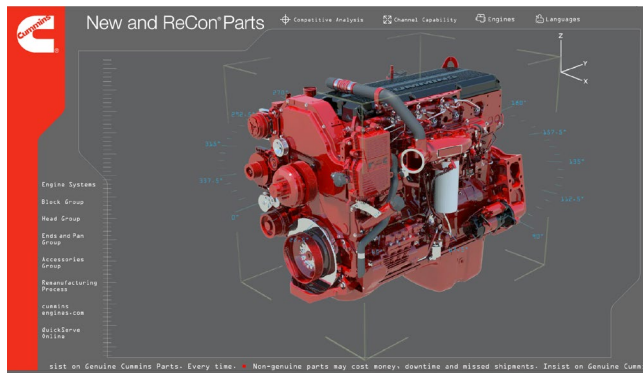
Cummins went to work last year with web design and development firm 352 Inc., which rebuilt the site along with a new content management

system. When a buyer views the pages now on CumminsEngines.com, flicking among the many versions of diesel and other types of engines and related equipment used in such industries as long-haul trucking, mining and oil-and-gas production and transport, he has many options within each to view complete or partial products. For example, to view particular sets of parts of an engine before placing an order—say, the cylinder head and fuel system parts on a re-assembled engine—a visitor can spin by 360 degrees a high-resolution image of a complete engine and click to highlight the cylinder head and fuel system.

The redesigned site also includes more mundane, behind-the-scenes improvements: data tags and web page addresses, for example, were reconfigured to better attract Internet search engine crawlers, improving CumminsEngines.com’s position in natural search rankings, with links bringing visitors straight to pages featuring pertinent web content.

Attention to such design details quickly produced a more useful website, with increases in important metrics, Eubank says. The number of page views per visit surged by 24%, as the number of unique monthly visitors increased 12%. The bounce rate—the percentage of visitors who leave a site after viewing just one page—declined by 15%.

B2B e-commerce, as Cummins and other manufacturers, wholesalers and distributors have learned, is not what it used to be just a few years ago. Business customers—many of them having grown up shopping on Amazon.com and other buyer-friendly retail e-commerce sites—want to order on websites rich in product images, features and functionality that make it easier and faster to do their jobs as purchasers and ensure they acquire what their company needs. For B2B companies



Customers on CumminsEngines.com can click into the parts section to individually highlight multiple sections of an engine.

wanting to stand out among growing competition, an effective website design has taken center stage.

Moreover, upgrading website design addresses multiple goals of B2B companies across industries, regardless of how new or experienced they are in e-commerce. Pioneers of e-commerce like W.W. Grainger Inc. continue to innovate with their web designs to stay in the forefront of serving their online customers, while an industry group like the American Academy of Pediatrics has redesigned its site to better connect with its members and increase sales of professional education products. American Apparel, the manufacturer and merchant of trendy apparel, has designed a new wholesale e-commerce site as part of its rebirth after bankruptcy, and consumer products manufacturing giant Johnson & Johnson is relying on a new website design to better connect with its huge retail customers.

A 2015 study by Forrester Research Inc. and Internet Retailer, found that improving web content and website design topped a list of priorities among nearly 200 surveyed B2B e-commerce professionals. Also among their priorities were providing better content and features to customers using mobile devices, and better optimizing websites to improve rankings in Internet search results. (See chart, page 15.)

FIXES FOR 'I KEEP ORDERING THE WRONG STUFF'

While B2B buyers may have whet their appetites for online purchasing on attractive retail sites featuring items like trendy apparel, books and household furniture, purchasing online for their businesses can put buyers into a completely different universe of responsibility and stress that a poorly designed website can only exacerbate. B2B buyers may be deciding how to spend large sums on things like engines, metal-cutting tools, hospital equipment and bulk orders of industrial cleaning

supplies for a far-flung network of corporate operations. A mistake in placing such orders can put a purchasing agent's job in jeopardy, derail his company's production, and even put co-workers' safety at risk.

And it isn't just about making websites easy to browse with enticing images and useful product specifications, says Paul Miller, vice president of e-commerce at W.W. Grainger, the multi-billion-dollar distributor of business and industrial



products and a pioneer of B2B e-commerce that continues to test new ways to sell online. It's about taking the extra time and effort, he says, to drill down into the details of web design to find what really works for a website's customers.

"We have to identify customers' pain points," Miller says, noting that Grainger constantly tests new web page designs and ways to display products for customers to review and purchase.

What Grainger doesn't want to hear from customers, he adds, are complaints like "I keep ordering the wrong stuff."

Then again, if Grainger does hear such sentiments—and it has—it goes back to the drawing board to rethink designs of web pages or entire websites.

Designing the perfect self-service portal for B2B customers

Not all e-commerce websites should be created equal. In fact, designing an e-commerce platform for a B2B customer is much more complex than those required for a B2C customer. While direct-to-consumer retail sites often focus on flashy and frictionless, B2B websites have to address additional customer needs such as large orders, top-notch search mechanisms, and pre-approved accounts, for starters.

"We've taken the complexities of business-to-business sales that used to be done by a salesperson, pre-digital age, and created systems for that," says Rick Wilson, president and chief operating officer of Miva Inc., an enterprise e-commerce platform designed to help drive online sales and streamline operations for B2B and B2C companies. Basically, the website is now a self-service portal that lets customers place their own orders, freeing up salespeople to focus on obtaining new clients and increasing sales to existing ones.

In 2016, B2B websites, just like B2C sites, must be responsive in design so they can be viewed on a desktop or mobile devices. In addition, B2B sellers need to offer two key components to mobile shoppers, according to Wilson. First and foremost is a superior site search option. Whether an e-commerce site is built on a small open-source software platform or on a larger platform, such as from IBM, a high-quality, third-party site search provider can provide the search option the site needs. And second, the company's mobile site needs a simple and sophisticated products finder.

Wilson also offers additional important characteristics to consider when building a B2B e-commerce platform. First, while design is important, functionality takes precedence. "The biggest difference in B2B is all of the tools that come after the sale," Wilson says. "Search is a priority, the ability to find a product is a priority, ordering in bulk is a priority. But the heavy lifting comes after that. Retailers need to have an automated order status from fulfillment centers,

real-time updates to customer accounts, CRM functionality to submit questions via the site, etc."

Another important B2B site characteristic is creating a simple way to offer "multiple quantities of multiple products, as fast as possible," says Wilson. In other words, a customer does not want to have to put an item in the cart and then be looped back, requiring another four to five clicks to put another product in the basket. "You need to understand how the customer orders and make sure you can fill a cart in one single action," he adds.

Wilson has spotted some trends in 2016 B2B web design. First there is the trend for merchants' ERPs, or enterprise resource planning systems of inventory management and other applications, to be increasingly linked to data systems, making it easier for companies to create quality offers of products based on customers' past transactions and known interests.

Another trend is the push to content management and blogging among B2B sellers. Unlike in the past, vendors now realize that Google updates have pushed content marketing to the forefront and there is a definite benefit to blogging about any type of product.

Ready to start selling to business customers online? Wilson says it starts with having all of your data in order. Then, begin constructing a design that lends itself to a self-service portal. And finally, make sure the site has top-notch management before launch. "On B2C, the No. 1 concern is getting orders out the door," says Wilson. "But on B2B, your customers are expecting something very specific, and a project that is not properly managed will not succeed."

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The logo for Miva, featuring the word "Miva" in a bold, red, sans-serif font. The letters are stylized, with the 'M' and 'I' having a unique, rounded appearance.

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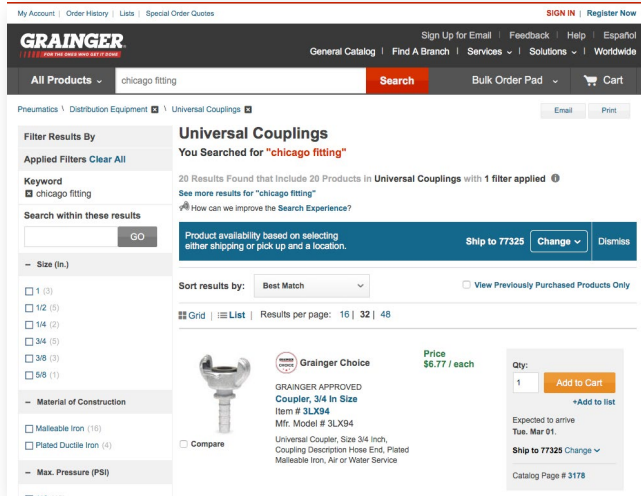
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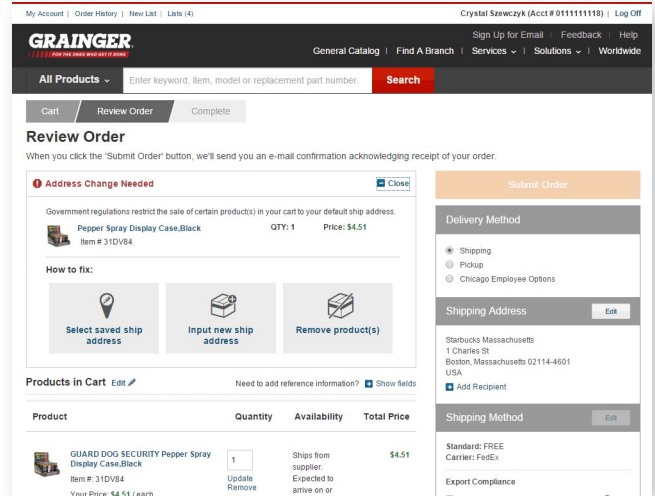
Natural language search on Grainger.com shows product results for the slang term “chicago fitting.”

MARSHALLING DESIGN TEAMS

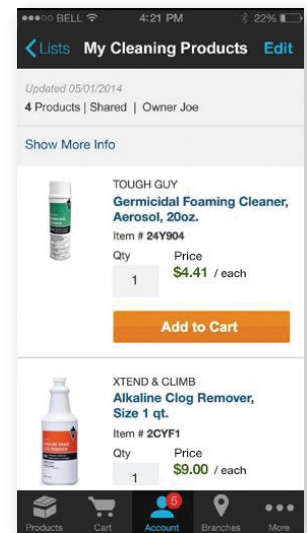
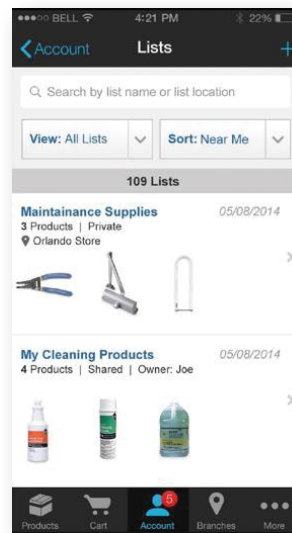
When Grainger takes on a design project, it puts together a “sprint” team of several experts from multiple departments—product managers, user experience experts and software developers—and with input from customers and web analytics figures what parts of its current web design may be causing problems. Then, with the aid of ample testing, they determine the best option to develop new features or fix ones that aren’t working as expected.

Many of Grainger’s customers, for example, must buy a different assortment of supplies depending on the need of each of many facilities. Traveling among facilities that can be spread across a wide region or an entire country, of course, can leave a purchasing manager frequently grasping for the proper procurement lists for each site.

To smooth out the purchasing process for such mobile customers, Grainger developed “location-based lists” of products, tailored to the items a customer commonly orders for specific facilities. The appropriate list appears on the customer’s mobile device through satellite GPS technology



Grainger.com’s “Review Order” page lets buyers complete several tasks on a single page.



Location-based lists accessed via Grainger’s mobile site or app let customers view products they may need to purchase for a specific facility.

based on the facility he’s visiting. In some customer facilities, Grainger has deployed beacons designed to send to a customer’s mobile device updated product information customized to his known interests.

On the customer's mobile device, he can sort lists by product category and add products from multiple lists to a single shopping cart, enabling him to purchase all the items at once.

The location-based lists complement other search features Grainger has developed in the past year. If a motor fails on a manufacturing customer's assembly line, for instance, a buyer could use Grainger's MotorMatch product guide on a desktop or mobile device to search in multiple ways—such as by model or item number, type of industrial use, voltage or horsepower—to find the right replacement motor.

Grainger, which runs its website on e-commerce technology from hybris Software, a unit of SAP SE, is always looking for new ways to improve its web design, Miller says. To help it keep on top of needed changes, Grainger posts on every product page the question “How can we improve the search experience?”—a feature that lets a customer fill out a brief pop-up form to rate her site search experience and suggest improvements.

'UTILITY IS SEXY'

The distributor has also made a number of design upgrades in 2015 to make its website and mobile site and apps as utilitarian and easy to use as possible, says Geoffrey Robertson, vice president of product, innovation and business innovation. Without the compelling images that many retail sites use to romance consumers, B2B sites must be designed so that form follows function, enabling business buyers to quickly do their jobs. “Utility is sexy,” he says.

“Online B2B buying is way more than an emotional buying experience for our customers,” adds Jason Brownell, Grainger's senior director of user experience. “It's their job.”

Several other features Grainger has built into its web design in the past year include:

- ▶ New customer-recognition technology that lets a contract customer return to Grainger.com to view personalized product lists and displays, including contracted prices, without having to log in;

- ▶ Improved natural language searches for products, including slang terms commonly used in industrial circles. A search for the informal term “chicago fitting,” for example, will produce a list of universal coupling devices used to attach such things as



'Online B2B buying is way more than an emotional buying experience for our customers. It's their job.'

industrial hoses. Natural language search accounts for about 20% of keyword searches, Grainger says.

- ▶ Streamlining the checkout process to two from five pages. Instead of clicking through five pages to cart products, enter shipping and payment information and review the final order, buyers on Grainger.com can now use a single page to enter shipping and payment information, make adjustments to their entered information, and review all checkout information on a single page before clicking to complete the purchase.

- ▶ Mobile integration with procurement software. Customers placing orders from a job site can use Grainger's mobile site or app to place products they need to order in a shopping cart, sending an alert to a supervisor authorized to approve the purchase through the customer's e-procurement software.

Grainger isn't commenting on specific performance metrics related to these improvements, though Miller says his team wouldn't have deployed the new features if they hadn't proven in tests to improve results. Such ongoing improvements, he adds, are what has helped Grainger grow online sales to about



half of total sales. The publicly traded company has reported that e-commerce accounted for \$4.1 billion of its nearly \$10 billion in 2015 sales.

DESIGNS FOR DOCTORS

At the American Academy of Pediatrics, an improved site design launched last year has enabled the organization to better connect with its more than 64,000 members and boost revenue from product sales, director of information Robert Katchen says.

The AAP's e-commerce site, shop.AAP.org, relaunched in May 2015, and produced a 20% year-over-year increase in online revenue in the first few months after launch, Katchen says.

The revamped site has several new features and more personalized content, enabling the AAP to more efficiently distribute its e-books, manuals and other resources to pediatric physicians and related healthcare specialists and medical students. But one improvement that stands out, Katchen says, is the ability to find and purchase a product within three clicks, down from the 17 that physicians had struggled through when using the AAP's prior

e-commerce site. Katchen says he often wondered how physicians and other customers bought anything on the old site. "17 clicks—I don't know how they ever did it," he recalls.

Many visits to the old site resulted in abandoned web pages and lost sales, he adds.

The AAP relaunched Shop.AAP.org on Episerver Digital Experience Cloud, software developed on Microsoft .Net technology. The site, designed and built with web development firm Adage Technologies, was built with responsive design, which enables content to automatically render properly on any device—desktop, tablet or smartphone—using one codebase. The site also uses EpiserverFind, an add-on software module that enables website users to search for content among organized groups of products.

The Episerver e-commerce software integrates well with the AAP's Abila net Forum association management software from Abila Inc. for managing such operations as customer records, fundraising events and financial accounting, Katchen said. It also integrates with a product information management system from In River, which helps to keep the AAP's product descriptions accurate and up to date across its website and marketing campaigns.

The combination of technology behind the new e-commerce site has made it possible for the AAP to now provide consistent product information across its web and mobile web pages and marketing campaigns, while also offering a single, persistent shopping cart across all its product categories Katchen said. On the old site, buyers had to use a separate shopping cart for each product category. Now online customers—whether on a desktop or mobile device—can order products across multiple categories—including e-books, paperbacks, online

courses and event tickets—and pay for them in a single cart that they can access at any point during their shopping trip.

BEYOND BANKRUPTCY, WITH ONLINE HELP

American Apparel has emerged from bankruptcy with a renewed focus on selling its trendy apparel online to wholesale as well as retail customers.

The Los Angeles-based designer, manufacturer and retailer of apparel and accessories for young adults and children, filed for protection last fall under Chapter 11 of the U.S. bankruptcy code, which allowed it to restructure its finances. It has re-emerged under a new name, American Apparel LLC, a limited-liability company incorporated in Delaware, with a multi-pronged plan to design new products and merchandising and advertising strategies, grow its e-commerce operations, invest in new retail locations “in more promising areas,” improve how it forecasts demand and produces timely products, and reduce excess inventory.

“This is the start of a new day at American Apparel,” CEO Paula Schneider says.

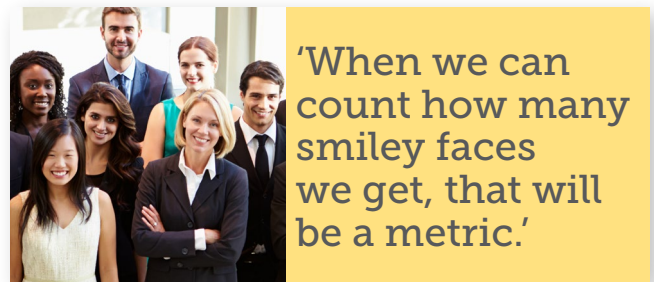
American Apparel didn’t specify plans for its retail e-commerce site at store.AmericanApparel.net, but its wholesale site, at aawholesale.americanapparel.net, has new and updated features including an online payment option and a new e-catalog that buyers can use to browse among products, view specifications and place online orders.

The online payment option is available to B2B customers of American Apparel’s Imprintable Division who have registered accounts and pay on “net” terms, meaning they pay their full invoice within a specified time frame, such as 30 days. The payment option is featured on the American Apparel’s wholesale site for its Imprintable Division, which caters to B2B customers who are

“imprinters, embroiderers, apparel decorators and promotional product professionals,” according to a statement on the site.

American Apparel is also featuring a new 148-page e-catalog that lets buyers browse through product pages that appear as they do in a paper catalog, but with the ability to click product images to link to a Buy page on the wholesale site.

In addition, the wholesale site features a Wholesale Express Order option that the company says “is the quickest and most convenient way for registered wholesalers to place orders with us.” The express



order option, which lets buyers place orders with pre-populated forms, is only available to customers based in the United States.

American Apparel also lets wholesale customers order customized garments with their own private labels, though it requires customers to order these directly through an account manager instead of through self-service e-commerce.

WEB DESIGN FOR MORE THAN 200,000 SKUS

For a large manufacturer like Johnson & Johnson, good web design can go a long way toward improving how it interacts with customers on a global scale.

Designing B2B sites with mobile moments in mind

To sell successfully online to businesses, companies today need an e-commerce site that works as efficiently on mobile devices as on a desktop. That is why technology services company Usablenet helps client companies to look at the overall web experience, factoring in the potential for mobile moments, when developing an e-commerce design.

Usablenet was founded 15 years ago with a focus on helping clients with web usability and accessibility. In 2006, the company expanded its focus to mobile and now helps more than 350 B2C and B2B brands optimize their websites and Apps for mobile.

“We help our clients to think about their customers’ mobile experience, whether that experience is part of a responsively designed website or an optimized mobile site,” says Jason Taylor, chief innovation strategist and special advisor to Usablenet’s CEO. “We advocate for web-accessible experiences and provide multiscreen quality assurance to test the experience across every screen.”

When designing a website with a mobile focus, Usablenet finds that the core objectives for both B2C and B2B clients are similar. However, B2C sites are designed to streamline the ability to find new items and purchase, while B2B sites need to streamline business processes. B2B mobile experiences are about “leveraging and automating familiar and repeatable processes, or even re-engineering the process to fit into mobile moments,” says Taylor.

Mobile can no longer be an afterthought for B2B sellers. 56% of B2B buyers say they have used their mobile device to access B2B sites and 24% have purchased on mobile. “This behavior will likely become the norm, just as mobile shopping is becoming more prevalent in B2C,” says Taylor.

He offers some tips for B2B companies to consider when designing the mobile aspects of their sites. First, consider your target users, including the devices they use and buyer personas. Personas vary by how familiar the user is with mobile devices and take into account the user’s key journeys and how they could be streamlined with a well-designed mobile interface. Second, the seller needs to determine whether an app or mobile site is best for its customers. Finally, B2B mobile sites need to pay

attention to error management and prevention, navigation, and design to simplify purchasing.

The buying experience needs to be fast, easy and accessible. Speed, says Taylor, is not just load time but the time it takes for the user to complete the journey. “Designing to reduce the steps involved is very impactful,” he says. “Our clients leverage our experience and capabilities in mobile user experience for both apps and mobile web.”

Finally, B2B websites and apps have to be built with accessibility as a fundamental part of the infrastructure in order to avoid future costly reworking of code.

Mobile B2B sites are only as strong as their user-friendly features. Some features growing in popularity in 2016 include mobile biometric log-ins; voice-activated search and commands; and extended app features such as smart watches.

“For example, ADI, a B2B electronics distributor, has built in the ability to do voice search and filtering across 100,000 products while the technician is on the road. It’s delivering a ‘mobile moment’ that increases the efficiency of an interaction,” Taylor says of the Usablenet client.

When building a B2B site, Taylor recommends designing to encourage those mobile moments. Identify one key action at a time that can be optimized and allow a user to achieve this in seconds, not minutes. For example, break down re-ordering into key steps to make it as easy as possible.

“The days of building websites without considering mobile sites in B2B are numbered,” Taylor concludes. “Create a vision for how mobile could reshape your business, and get buy-in at the highest level. Adoption of mobile as its own channel with dedicated expertise and resources needs to be funded.”

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What's Happening to B2B on Mobile?

Usablenet

Overview Of The \$1 Trillion B2B e-Commerce Market



B2B e-commerce is expected to account for \$780 billion in 2015 and **\$1.1 trillion** in 2020

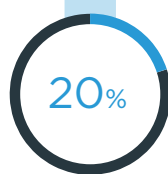


By 2019, manufacturers and wholesalers will account for a combined **30%** of spending on e-commerce technology

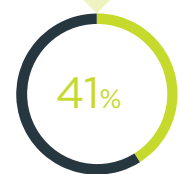
compared with a **28%** share of 2019 spending by online retailers



up from 20% in 2013



down from 41% in 2013



B2B Mobile Commerce Is Now A Reality



For **70%** of B2B marketers



of site traffic comes from mobile

For **21%** of B2B brands, mobile is the primary revenue driver



97% of B2B companies plan to increase or maintain the amount they spend on mobile marketing in 2015

53% of B2B marketers have integrated mobile marketing into their overall strategy and see



44% of their sales occurring through mobile devices



Almost **60%** of business buyers across multiple industries have purchased goods for their companies online, and almost



Also download our B2B Research: Who's Getting It Right in B2B E-commerce?

<http://bit.ly/1Lgn1JN>



Sources

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- Forrester (Internet Retailer)
- State of B2B Procurement study by Acquity Group Accenture Interactive
- Salesforce 2015 State of B2B Marketing
- NuORDER
- Demand Gen Report

Usablenet is a global technology services company, focused on enterprise mobile strategy & execution.

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Visit our website www.usablenet.com and follow us on Twitter @Usablenet.

That's why the company—with \$74.3 billion in 2014 worldwide sales—is moving ahead with a business-to-business e-commerce strategy to make ordering from among its more than 200,000 SKUs easier for customers regardless of size or location, says Stacy Cashman, director of the E-capability/E-commerce Global Program.

Johnson & Johnson measures the success of its B2B e-commerce strategy in terms of how satisfied customers are in their ability to easily and quickly order the right products, she adds.

J&J is already benefitting from a network of B2B e-commerce portals that are helping to drive sales from retailers in such areas as Latin America, where many buyers don't have access to the electronic data interchange, or EDI, systems more common among Johnson & Johnson's large U.S.-based customers like Wal-Mart Stores Inc. and Target Corp. Even these large EDI customers also benefit from J&J's B2B portals, which they use to check EDI order status, Cashman says. EDI is a system that lets suppliers and buyers exchange such electronic documents as purchase orders, invoices and shipment notices over private networks.

But J&J wants to make its online B2B portals more useful to customers, including its EDI clients, she says.

The manufacturer of medical devices, pharmaceuticals and over-the-counter retail pharmacy products like Tylenol pain killers and Band-Aid bandages is taking several steps to renew its global e-commerce infrastructure. The project is part of a multi-year plan to upgrade and consolidate the company's widely dispersed network of enterprise resource planning, or ERP, systems and B2B e-commerce websites. ERP systems include business applications for managing such operations as inventory, customer records and financial accounting; they typically integrate with e-commerce sites for updating customer,

financial and inventory records as customers place online orders.

Johnson & Johnson is working with SAP SE, its provider of ERP technology, to consolidate its global ERP systems as a precursor to implementing a global e-commerce technology platform from Hybris Software, Cashman said. Hybris, which is owned by SAP, is often deployed as e-commerce software on top of SAP's ERP technology.

As it moves ahead with these projects, J&J is striving to streamline its technology and website design while making its e-commerce sites easier to use, Cashman said. The company, for example, is exploring how its e-commerce technology can better provide the online content and buying features important to customers in each market, such as by providing enough product details in local languages to reduce customers' need to contact J&J's customer contact center.

Cashman doesn't comment on J&J's volume of e-commerce sales or whether the company has set a goal for reaching a certain percentage of sales processed online. Instead of measuring online sales performance as a percentage of total revenue, the company will monitor and analyze the feedback it gets from customers regarding how J&J is helping them more easily do their purchasing jobs, she says. "When we can count how many smiley faces we get, that will be a metric," Cashman says.

B2B companies that dedicate time and resources to web design—and have a passion for designing pages that make life easier for their customers—are likely to see more smiles within their own organization as well as on their customers. ◆

D. Douglas Graham contributed to this report.

Web content and design top online B2B initiatives

What are your top 3 priorities for your digital B2B operations?

(Percent of B2B e-commerce professionals)

Site content: 39%

Site redesign: 38%

Marketing programs: 34%

Technology re-platform: 32%

Don't know: 32%

Mobile and tablet content: 27%

Search engine optimization: 26%

Multichannel efforts: 22%

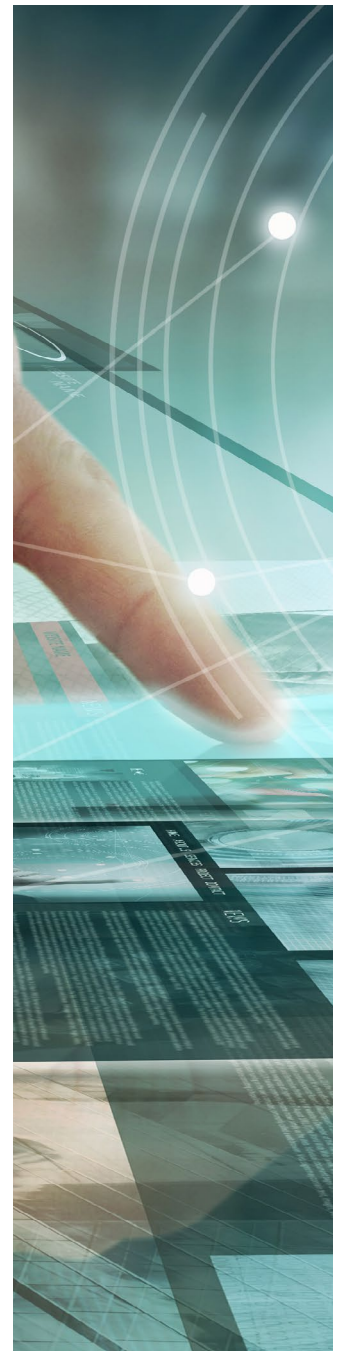
Site conversion rates: 19%

Shifting customers from offline to online purchasing: 18%

International growth: 16%

Other: 3%

None of the above: 1%



Source: Forrester Research Inc.

Workwear manufacturer L.C. King cashes in with a new B2B site

BY NONA TEPPER

L.C. KING MANUFACTURING CO., operating in a remote, mountainous part of Tennessee, recently launched a business-to-business e-commerce site tailored to the needs of business customers.

Until January 2016, the 103-year-old manufacturer of workwear served customers the old-fashioned way: mailing them a paper catalog and receiving orders by phone at its cut-and-sew headquarters in Bristol, Tenn., says CEO Jack King, a member of the fourth generation to run the family-owned company. That resulted in a long lead time for business customers to place orders. But the company hopes to boost sales this year with the launch of its new wholesale e-commerce site designed to make it easier for customers to quickly order online, King says.

L.C. King promotes itself as selling only made-in-the-U.S.A. products, with no foreign raw materials and all stitching and sewing done in the United States. “Our components are sourced in America and we sew it here in Tennessee,” King says. “It’s the full American package for the customers who are seeking it.”

Half of L.C. King’s customers are consumers, many of them “hipsters,” young people who prefer the manufacturer’s simple, utilitarian style, King says. The other half are businesses, which range in size from small apparel and accessories boutiques like Hand-Eye Supply in Portland, Ore., to BAE Systems plc, a multinational defense, security and aerospace manufacturer based in the United Kingdom. But while apparel sales to L.C. King’s more than 1,000 business customers have grown over the years, King says the company needed to make it easier for buyers to place orders.

Indigo Denim High Back Overalls - Tailored Cut - Washed
 Pointer Brand
 LOT:33wa

\$ 74.00

Weight Size: 28
 Length: [dropdown]
 Quantity: 1

ADD TO CART **ADD TO WISHLIST**

SIZE CHART

SIZING CHARTS
 This sizing information is provided as a basic guide and is not intended to serve as absolute rule.
 Handmade garments will fluctuate in size and scale due to production, batch, and material sources: final products may be 1/4 to 1/2 inches in variance to these figures and still be considered an acceptable final garment.
 These diagrams are intended only to act as a template for how to assess your own measurements against the actual measurements of the garments we produce.
 Correct sizing begins with knowing your own body measurements. Our recommendation is to start with a current favorite coat or jean that fits the way you wish for new garments to fit. Lay your favorite garment flat and measure to the standards at right. Compare those measurements to the garment fit charts we provide (below) as a great starting point to achieving the best fit with your new LC King coats, jeans, shirts, shorts, etc.
 For more detailed information, please visit our **SIZING INFO** and **GARMENT CARE** pages of this site. Also, please feel free to call us and speak with a customer service representative during regular office hours.
 Our goal is to help you find the perfect fit for the perfect garment. Please let us help in any way we can.
 The following sizing charts represent **ACTUAL GARMENT DIMENSIONS** and not specific sizing recommendations. Please consider this when assessing the information.
 For more assistance with measuring, assessing sizing, and purchase decisions... please visit our **SIZING INFO** and **GARMENT CARE** pages of this site.

Unlined Chore Coats

SIZE	XS	S	M	L	XL	2XL	3XL	4XL	5XL
these are actual garment dimensions, NOT recommended fit sizes									
SHOULDER	18	19	20	21	22	23			
PIT 2 PIT (1/2 chest)	19	20.5	23	24.5	26	28.5			
SLEEVE	24	25	25	26	26	27			contact us
BACK	28.5	28	29	30	30.5	31			
WAIST	19	20.5	23	24.5	26	28.5			

Blanket Lined Barn Coats

SIZE	XS	S	M	L	XL	2XL	3XL	4XL	5XL
these are actual garment dimensions, NOT recommended fit sizes									
SHOULDER	10	19	20	21	22	23	24	25	26
PIT 2 PIT (1/2 chest)	20	22	23	24	26	28	30	32	35
SLEEVE	26	26	26	27	28	28	29	29	30
BACK	29	30	31	31	32	33	34	35	36
WAIST									

Wholesale customers on LCKing.com can order in bulk quantities and view extensive details on product specifications.

Sponsored by: Miva, Usablenet, and WebJaguar

“We’re really isolated up here in rural Appalachia,” he says. “Our phones are turned off at 4 p.m. Eastern Time. If the customer is sitting in Los Angeles or Portland and they open at 11 a.m., which is already 2 p.m. Eastern, that gives them a two-hour window to place an order.”

L.C. King contracted AtOnce, a provider of the MyAtOnce Internet-based B2B e-commerce platform and customer relationship management system, to provide the technology for its new wholesale e-commerce site. AtOnce developers built the wholesale website in four months. L.C. King chose the platform because the technology is widely used in the apparel industry, and many of the manufacturer’s business customers already have experience using the MyAtOnce system, King says.

The manufacturer also liked the AtOnce capability to enable the new B2B e-commerce site—LCKing.MyatOnce.com—to personalize pricing of the 800 SKUs it offers online for business customers once they log on. The MyAtOnce platform

also is built with responsive design, which adapts the layout of an e-commerce site to the size of a shopper’s screen, so that it’s easy to use on smartphones and tablets as well as on PCs. In 2016, King expects the company’s total business revenue to increase 22% due to increased orders placed through the new B2B site. He declines to disclose any financial information.

King says the new B2B e-commerce platform cost L.C. King less than \$5,000 to deploy. The manufacturer will also pay a monthly fee ranging from \$50 to \$100 per registered user, says John Botswick, founder of AtOnce. The cost goes up if a client company integrates its e-commerce site with an enterprise resource planning, or ERP system, which companies use to organize their inventory and financial records. Botswick says L.C. King pays a lower individual user fee because the company does not use an ERP system.

The wholesale e-commerce site is separate from the manufacturer’s retail site, LCKing.com, which runs on e-commerce software from Shopify. ♦



Designing an e-commerce site to accommodate bulk orders

When comparing B2B versus B2C e-commerce sites, the layout and user interface stand out as the two glaring differences. “B2B buyers expect to buy in bulk,” says Bachir Kassir, president and founder of WebJaguar, an e-commerce and marketing automation platform for B2B and B2C companies. “While on a B2C site, a consumer will usually order only one piece or size.”

WebJaguar helps its clients to prepare for B2B sales by accommodating these different purchasing habits. For example, a typical B2B customer could order as many as 50 to 100 products in one transaction, but may also need to easily access old purchase orders for simple re-orders.

“Also, B2B buyers sometimes need the option to request a quote on certain products in addition to buying. The layout needs to accommodate that as well,” Kassir says.

Knowing the complexities of the purchasing approval system, Kassir and his team at WebJaguar help clients create an e-commerce platform that accommodates regional locations or franchisees. “A B2B buyer might have 10 store locations, and may need to order on behalf of any of the individual stores and even have access to each store’s order history and status,” he says. The web design must include a way for each store buyer and a main store buyer to access and approve orders.

Kassir also recommends enabling customers to see products, even if they are not pre-approved for purchase. “The fact that products are visible, means B2B merchants can take advantage of the SEO for indexing purposes,” he says.

Kassir offers other design tips, such as accommodating specific payment terms for each B2B customer. In B2B, pricing and product selection are dependent on each customer and customer group, and the platform design must reflect this diversity.

One of WebJaguar’s clients, Paper Enterprises USA, recently transformed its informational website into an e-commerce site in less than six months. WebJaguar helped integrate the company’s existing IBM AS/400 technology with personalized product and pricing applications. The site even included an online catalogue version for the sales team so that either the customer or the sales rep can place orders. The site provides

one-click repeat orders, one view of inventory and the authorization to see all products even if not approved for purchase. It is also fully responsive, so that the content is easy to see whether the customer is using a desktop, tablet or mobile phone.

When moving to new technology like this, Kassir says it’s important to put the business first, and not let the technology dictate changes in effective business practices.

“From our experiences, B2B businesses are very complex, especially when it comes to pricing and discounts, special pricing per customer and per-product, custom promotions, ERP integration and more,” Kassir says. “The challenge is to accommodate the e-commerce software to the way the business operates, and not to force the business to change their rules.”

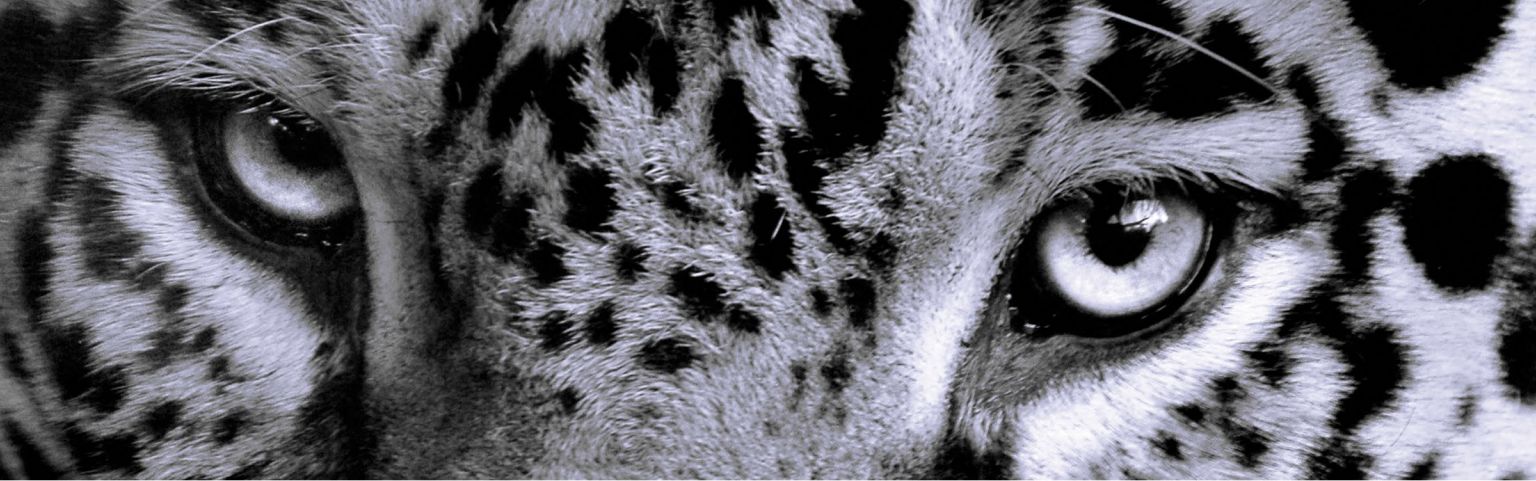
Certain features play a big role in improving conversion rates. These include customer registration to capture information; marketing automation and lead nurturing; quality search and faceted search results; and segmentation and personalization.

“The bottom line is having the right tools will make a huge difference in the B2B world. At first glance, it might not seem hard, but once you start you will see that it makes a huge difference if you have the right platform,” says Kassir.

WebJaguar’s focus is to have an all-in-one platform in order to operate with maximum efficiency. “You don’t want to attach too many third party services, that is why at WebJaguar we offer advanced search capabilities, email marketing tools and marketing automation, etc.,” says Kassir. “Having everything in one place makes the job easier for the designer and for implementation and integration.”

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Screen-printing supplier Ryonet draws up a better site design

BY PHIL BURGERT

RYONET HAS INCREASED WEB CONVERSION RATES AND SALES after combining two sites into one. It's also sharing more demand data with business customers to help them better plan inventory.

It's been a long journey into B2B e-commerce for screen-printing products distributor Ryonet, which sprung out of a punk-rock band's desire a decade ago to emboss its own T-shirts.

But several steps it has taken in recent years have helped Ryonet emerge as a distributor that relies heavily on an e-commerce site, ScreenPrinting.com, to sell its graphical supplies and equipment to businesses that print their own garments.

Ryonet is wrapping up a multi-year process of integrating two e-commerce websites into one, and is continuing to expand the capacity of its suite of business operations software, including an inventory management system, to accommodate

A screen printer
sold by Ryonet.



the diversified product needs of large as well as small business customers.

Also on the agenda are expansion of a points-based membership systems to grow customer purchases and expansion of work with logistics partners to provide overnight shipping to more than 70% of the United States and into Canada.

Ryan Moor, the CEO of the Vancouver, Wash.,-based company, says Ryonet's improvements to its e-commerce capabilities stem from its transition last May to the SuiteCommerce Advanced e-commerce technology platform from NetSuite Inc. SuiteCommerce Advanced is the latest version of SuiteCommerce, including such upgrades as more complex site search and navigation capabilities, responsive design for automatically rendering content properly across desktop and mobile devices, and the capacity to serve a broader range of small to large customers. NetSuite hasn't publicly noted the cost of deploying SuiteCommerce Advanced, though it has said SuiteCommerce software starts at \$1,600 per month and the price is adjusted upward based on the type of installation and the number of users.

Ryonet, with \$36.6 million in revenue last year, up 11% from \$33.0 million the prior year, has been selling online since Moor founded the company in 2004 as an outgrowth of his own screen printing of T-shirts to promote his pop punk band.

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“That was on just a standard site-building platform, just a template platform,” Moor says. “Then we launched Screenprinting.com in 2013 with the NetSuite Site Builder platform. We merged the two sites in May 2015 into the SuiteCommerce Advanced platform.”

The new site includes such features as “Quick View” pop-up windows that show product details, the number of available units, and an add-to-cart button; and the ability to sort products by such classifications as Most Popular, Newest Arrivals, and High to Low or Low to High pricing. After testing those and other features, Ryonet quickly learned that the new site would effectively overcome the prior site’s lack of online merchandising capabilities. “That fixed those problems, and once we tested that out for two months we were confident in the fix,” Moor says.

The relaunched site, Moor says, helped Ryonet finish out 2015 with year-over-year increases of 1% in its number of conversions and 5% increase in overall web sales, which total about 37% of the company’s sales. Ryonet transacts its remaining sales via telephone and at its three outlet locations.

The new e-commerce platform has also enabled Ryonet to operate more efficiently, Moor says. With Ryonet’s previous platform before it switched to NetSuite in 2013, Ryonet employed three site administrators to manage web sales records—a process that required them to manually enter order data from the two sites into a single system for updating such information as customer accounts and inventory records. Now that it has a single e-commerce platform tied to business software that automatically updates customer history, inventory and other records, Ryonet relies on one part-time instead of three full-time site administrators. “That’s why we wanted to go to one platform, and that has drastically reduced our overhead and reduced errors,” Moor says.

Operating on NetSuite’s enterprise resource planning system, including customer relationship management and order management, is also enabling Ryonet to increase its capacity for handling larger customers that buy in high volumes, Moor says. “That will continue to drive more business to the site and increase conversions in the higher performance piece with a site layout with a more modern look and feel to it,” he says.

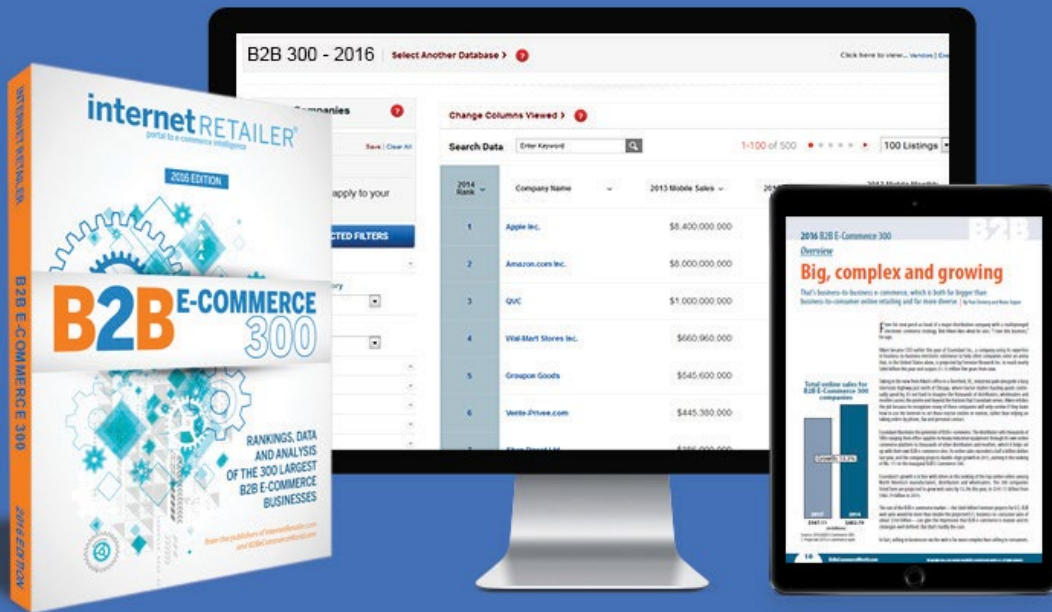
The responsiveness of the site has also been improved with faster page-load times, and the site will provide more intuitive navigation as a result of upgrades due to be completed in the first quarter of 2016, Moor says, adding: “It will be more intuitive to go through the checkout process.”

The new e-commerce technology platform will also allow upgrades to the site without requiring the hiring of a web developer. This “allows the marketing department to do it themselves rather than having to rely on the developers to finish it for them,” Moor says.

With a buildout of the back-end management system, Ryonet will be able to share more information on product and category sales with its business customers, enabling them to better predict customer demand and manage their own inventory stocks, Moor says. Ryonet is also planning to make purchasing easier for customers using mobile devices. “We’re also going to be building a special application that ties into SuiteCommerce Advanced in NetSuite that allows them to mobile order,” he adds.

Moor says the improved technology is benefiting Ryonet and its customers. “It allows us to purchase better, stock better,” Moor says. “It allows them to order easier and see their issues much quicker and easier than they can now.” ♦

Take a Deeper Dive into the B2B E-Commerce 300 Data



B2B e-commerce is growing at more than double the rate of B2C e-retail sites. Are you ready? With the 2016 Internet Retailer B2B E-Commerce 300, you will be. Get comprehensive details—up to 61 metrics per ranked company—on these B2B e-commerce leaders' strategies for success so you can make the best decisions possible to take care of business.

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