

The Power of eCommerce

Having a Strong Digital Presence is Crucial for Distributors Moving Forward

A new business reality requires new distributor thinking. The shopping journey as we know it has significantly shifted as a result of the pandemic, with an undeniable need to enhance the online customer experience. With social distancing guidelines in place, more customers are looking for a webstore that delivers rich content, filtered navigation, advanced search capabilities, and a superior, connected customer portal. For distributors to keep up with the changing needs of their online customers, having an ERP connected webstore that creates a seamless shopping experience is imperative.

ELEVATE YOUR BUYER'S SHOPPING EXPERIENCE

Product data drives the success of your eCommerce business – it's the valuable information about every product you sell online. Great product data includes detailed, rich, and industry-specific details about the individual products in a distributor's catalog. Having well-structured product content allows you to leverage superior on-site search, navigation and filtering, and merchandising tools.

Access to the right information at the right time becomes critical for your customers to make fast decisions. Distributors who provide their customers with access to a detailed product catalog containing unique descriptions, high-quality product images, and an easy-to-navigate interface tend to have higher retention and re-order rates.

DDI System partners with reputable content providers to minimize the task of crafting a rich, searchable product catalog. A team of data experts consult on category make-up and use migration tools to load your product information into a centralized PIM (Product Information Management System). The PIM organizes product data and alerts the distributor when critical information is missing. This important tool is the key piece of communication to your customer-facing webpage and your ERP.

INCREASE PROFITABILITY ACROSS YOUR OPERATIONS

Tight integration between your ERP and eCommerce webstore eliminates the cost of multiple product databases and duplicate data entry—which means fewer errors, better accuracy, and lower overall operational costs.

The task of manually managing inventory across systems by hand, verifying shipping addresses are entered correctly, and ensuring relevant product details are accurate, can have a serious impact on customer service standards. With a connected system, users are no longer required to hand-key sales orders into the ERP or update product information in Excel and upload to webstores.

As a result, your customers experience accurate online inventory levels, consistent product information, and transparent order and delivery status. DDI System ensures your business has a connected eCommerce solution that drives a competitive advantage, allowing even small businesses to compete and provide a top-tier customer experience.

PROVIDE YOUR CUSTOMERS WITH B2B SELF-SERVICE

Buyers today are looking for a seamless shopping experience with the option to choose a branch location for in-store pickup, receive text notifications, request special pricing for larger quantities, choose credit card or on-account order payment, and pay their receivables online.

DDI's Inform eCommerce Pro platform manages the complexity of effective self-service by incorporating sophisticated ERP business rules and workflows. The tight integration between DDI's Inform ERP and eCommerce Pro blends the strength of your physical stores with online convenience.

REMAIN COMPETITIVE IN TODAY'S CHANGING MARKET

As we adjust to the "new normal" of today, it's important to understand that your customers are part of a steady buyer migration toward e-commerce online shopping and the use of contactless digital tools. To remain competitive, distributors must provide a compelling customer experience, leveraging your physical store with the immediacy and convenience of online buying.

DDI System's Inform eCommerce Pro platform is designed specifically for distributors and delivers an out-of-the-box solution to get you up and running fast with dozens of options for future growth. DDI's highly trained team helps distributors acquire and load rich content, attain the necessary set up steps, and provides a seamless connection to their ERP software.

Having a fast, secure, leading-edge eCommerce platform allows your customers to engage with your company anytime, anywhere. With Inform eCommerce Pro, your customers have access to your full product catalog, including associated & upsell products, pricing, previous order history, and much more—all through a dedicated portal designed with your customers in mind. By unifying the information from your ERP with a powerful eCommerce platform, you exceed customer expectations and remain their vendor of choice.

To learn more about Inform eCommerce Pro, contact us at:

[DDISYSTEM.COM/ECOMMERCE](https://ddisystem.com/ecommmerce) | 877.599.4334 | ecommpro@ddisys.com