

B2B

eCommerce

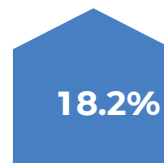


IF YOU'RE NOT ONLINE, YOU'RE MISSING OUT.

In 2019 sales originating on B2B eCommerce websites soared past the trillion-dollar mark, growing 18% to \$1.3 trillion.

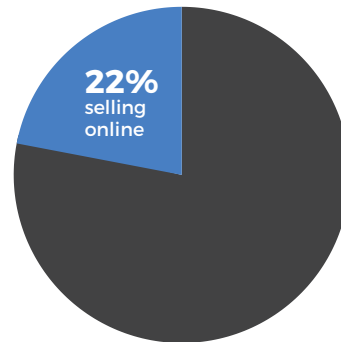
(Source: 2020 U.S. B2B Ecommerce Market Report from Digital Commerce 360)

1,3
trillion



And yet only 22% of B2B businesses in the U.S. were selling online.

(Source: Statista)



Buyer behavior is changing, and it's not just B2C buyers.

B2B buyers are rapidly moving to a digital-first approach and are increasingly looking to transact online. This, combined with the growing expectation of consumer-level customized shop-ping experiences, has altered the B2B landscape.

B2B CUSTOMERS PREFER TO ORDER ONLINE

93%

of customers prefer to buy online when they've decided what to buy and simply need to make a purchase.

(Source: Forrester, Death of a (B2B) Salesman)

68%

of B2B customers prefer to research and order online vs. using a sales rep.

(Source: Use E-Commerce sales grow 15.6%," Internet Retailer, 2017)

71%

of B2B purchases start with a generic search. Not a call.

(Sources: Google/Millward Brown Digital, B2B Path to Purchase Study, 2014 / IDC Social Buying Meets Social Selling April 2014 /CEB Marketing Leadership Council)

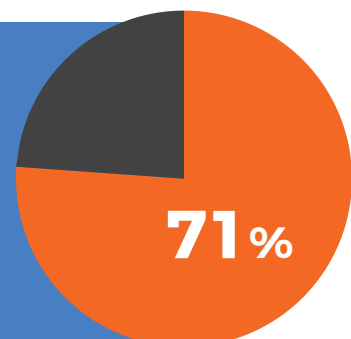
57%


of B2B purchase process is completed without direct supplier contact.

(Sources: Google/Millward Brown Digital, B2B Path to Purchase Study, 2014 / IDC Social Buying Meets Social Selling April 2014 /CEB Marketing Leadership Council)

If you don't make the move online, it could cost you.

In research by Accenture, 71% of B2B buyers said that they would switch suppliers to one with similar prices but a better overall digital experience.





B2B buyers want the ability to purchase 24x7. On their time.

In today's crowded B2B marketplace, buyers demand an easy, intuitive online buying and account management experience that's so good it feels like B2C. And if you can't meet these demands, your competitors will.

US B2B eCommerce is expected to reach 2X the size of the B2C market in 2021

[Sources: Gartner, McKinsey & Company, Forrester Research]

4 MOST COMMON OBJECTIONS TO B2B ECOMMERCE

Objection #1: “Our products are too complicated.”

True. Some MAY be too complicated, but MOST can fit into an online format.

Any questions your sales team asks can be put into an online workflow. Buying wizards – tools or widgets within the eCommerce platform – can be configured to help online customers choose the right product by asking the same questions your sales team asks over the phone.

Objection #2: “Our processes are too complicated.”

B2B eCommerce platforms today are extremely customizable and can be modified to fit your sales, shipping or other processes.

Your company can specify rules that dictate actions to be set in motion based upon your specific process needs.

Use case 1: If a customer located in Territory 1 orders 100 of SKU 1234 to be shipped to their plant that is located in Territory 2, that SKU will be shipped from your warehouse A by a specified date.

Use case 1: Mike owns a national chain of auto part stores, which he operates out of his office in New Jersey. He places an order with your company for 1,000 brake pads to be shipped to his regional distribution center in Madison, WI and 1,000 brake pads to be shipped to a regional distribution center in Reno, NV. When the order is placed, it will be processed and shipped as dictated by specific rules put in place by your company. These rules can determine which warehouse to ship from, method of shipping and date.

Objection #3: “Our sales team will hate it.”

Sales teams may think that moving to an online B2B will mean less commission or losing commission.

The reality is, an online system works to a salesperson's advantage. With a



CRM, the entire sales history can be seen, creating more sales opportunities and accountability.

All of this gives sales teams more time to focus on high value relationship building activities.

Plus, when they're out in the field, they will have your entire catalog at their fingertips on a tablet or laptop.

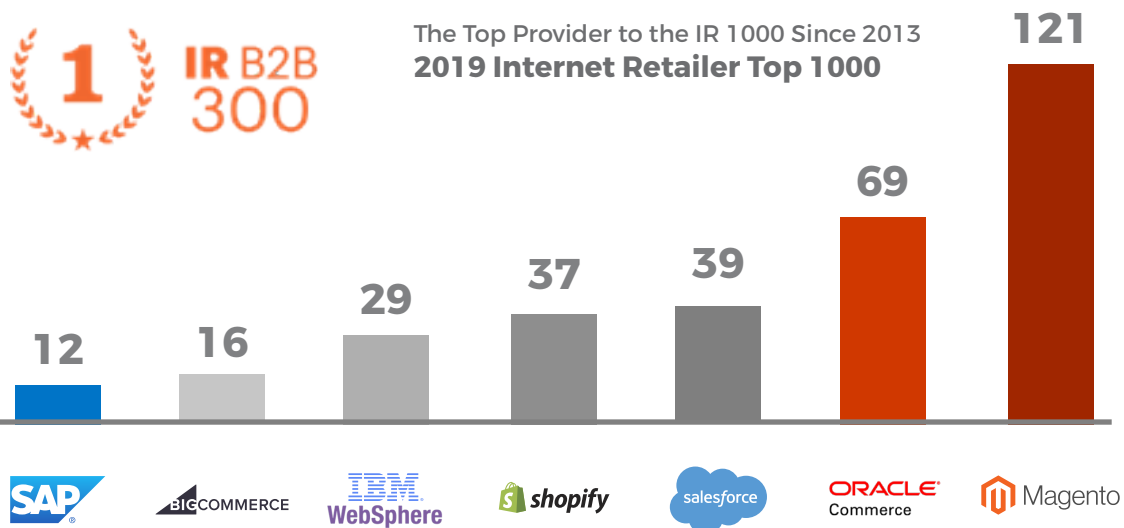
Objection #4: “We’re replacing our 5-star customer service with robots.”

You're probably thinking: “High-touch” customer service has been a hallmark of our company. It keeps customers coming back. Moving to a “faceless” online ordering system will scare away customers.

The reality: The new generation of purchasers are used to doing everything online. They want the convenience of placing orders after hours and the ease of online buying.



MAGENTO IS THE #1 eCOMMERCE PLATFORM ON THE INTERNET RETAILER B2B 300



LEADER



Gartner
Magic
Quadrant
Digital
Commerce

LEADER



Forrester
Wave
B2B for
Midsize
Companies

**TOP
PERFORMER**



Forrester
Wave
B2B Commerce
Suites

SOURCE: Internet Retailer Top 1000 in U.S., April 2019

IMPROVING BUYER EXPERIENCE DELIVERS REAL BUSINESS VALUE



Reduce cost – Empower your buyers with self-service tools, lower error rates, streamline internal workflows, and reduce inventory and fulfillment costs



Build loyalty – through 24x7 access, fast, friction-free purchasing, inventory transparency and fast fulfillment times



Grow revenue – by increasing customer spend, boosting sales team productivity, enabling expansion into new markets, and offering easier access to insights that can drive your business forward



Remove Purchasing Hurdles - Deliver a seamless, customer-centric experience. Differentiate your business and enable smarter faster operations.



MAGENTO B2B eCOMMERCE FEATURES

With an easy-to-use, robust and native B2B eCommerce platform, you're empowered to deliver your B2B customers exactly what they demand: an experience as personalized and efficient as those they enjoy on consumer sites.

All-in-one eCommerce Solution for B2B

Corporate Account Support

- Sell to corporate accounts with multiple buyers and layered organizational structures.
- Empower companies to assign specific roles and permissions to their buyers.
- Reduce inquiries with self-service order, quote, credit, and inventory tracking.
- Maximize sales by accepting payments on account and via credit cards, PayPal, and more.

Friction-Free Ordering

- Efficiently manage quote requests and negotiate pricing terms using a streamlined workflow.
- Drive recurring revenue with fast ordering. Buyers can enter SKUs or upload a CSV file, set up requisition lists, or re-order previous orders.
- Deliver exceptional service with the ability to create orders for customers or assist with orders in process.
- Arm your sales team with tablets to use your responsive site for on-the-spot sales.

Powerful Shopping Experiences

- Easily create personalized catalogs,

price lists, and promotions for customer groups.

- Aid discovery with search, layered navigation, and automated up-sell and cross-sell capabilities.
- Boost sales while reducing customer questions with rich product content: videos, image zoom, detailed descriptions, ratings and reviews, and more.
- Delight your customers across every device with a mobile-friendly, responsive site.

Multi-Channel Selling

- Gain efficiencies and get closer to your customers with a platform that is a B2B and B2C commerce leader.
- Create and manage websites for multiple brands, divisions, channel partners, or accounts from one interface.
- Expand globally with support for multiple languages, currencies, and taxes.

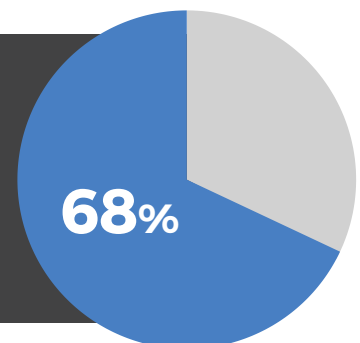
Optimized Inventory and Order Processing

- Show your buyers accurate, real-time inventory from all sources and supply chain partners.
- Use automated business rules to intelligently source inventory for lower fulfillment costs and faster delivery times.
- Improve operations with a single solution for managing orders from all sales channels.

Effortless Management

- Integrate with any backend system using extensive APIs and off-the-shelf extensions.
- Quickly meet any requirement with the open, modern, and flexible Magento platform.
- Focus on your business, rather than IT, with a reliable, managed cloud solution.
- Fuel your growth with actionable insights from 75 built-in business intelligence reports.

According to a Forrester report, “68% of buyers prefer doing business online versus with a salesperson, and when they engage with sales, they want that experience to be in a more problem-solving, consultative manner.”



TOP 4 B2B MYTHS

Myth #1: “B2B customers don't care about fancy websites.”

While it's true that, for the most part, B2B users are not interested in being dazzled by custom website themes and cutting-edge design, that doesn't mean they don't want to use a functional, easy-to-use website. A B2B consumer is still a consumer. And 48% of consumers say that web design is the #1 determiner of the credibility of a business.

If you make the effort to build a B2B website, you should also invest in a functional, attractive, and intuitive layout. Simply building a website that works isn't enough.

Consider this...

68% of B2B customers prefer to research independently online and 60% would rather not talk with a salesperson*. This means your online content (including search engine results) and experience can make or break your sales.

** Lori Wizdo, The Ways And Means Of B2B Buyer Journey Maps, Forrester Research, August 2017*

Myth #2: “Building a B2B portal takes waaaaaay too long.”

This may have been true in the past, but not today.

With a native, robust B2B suite built into Magento Commerce, you can be up and running in 4-6 months, depending on the complexity of your sales process and products.

Myth #3: “It costs waaaaaay too much.”

Creating a B2B website used to require heavy customizations and web development costs could quickly spin out of control.

This is no longer the case. Magento Commerce comes out-of-the-box with a full set of B2B features and functionality, without the need to purchase an additional platform. With Magento, you can expect a competitive initial investment and the ability to choose the plan that fits your budget.

Myth #4: “I’ll be forced to restructure my business.”

The Magento B2B suite is designed to fit your business structure and work in parallel with other B2B products and services, such as:

- SaaS e-procurement systems
- d-procurement software programs
- Purchase order/invoice networks
- EDI networks, integrated with ERP platforms and supplier order management platforms



CASE STUDIES

Honeywell

Aerospace Manufacturer

Challenges:

- Enable online sales via a marketplace
- Fast time-to-market
- Improved transparency

Solution

- Flexible, easy to-customize platform
- High-performance, cloud-based solution
- Webkul marketplace extension
- SAP ERP integration to sync orders and inventory
- Blockchain integration to show full product history
- Flexible payment options

12 weeks

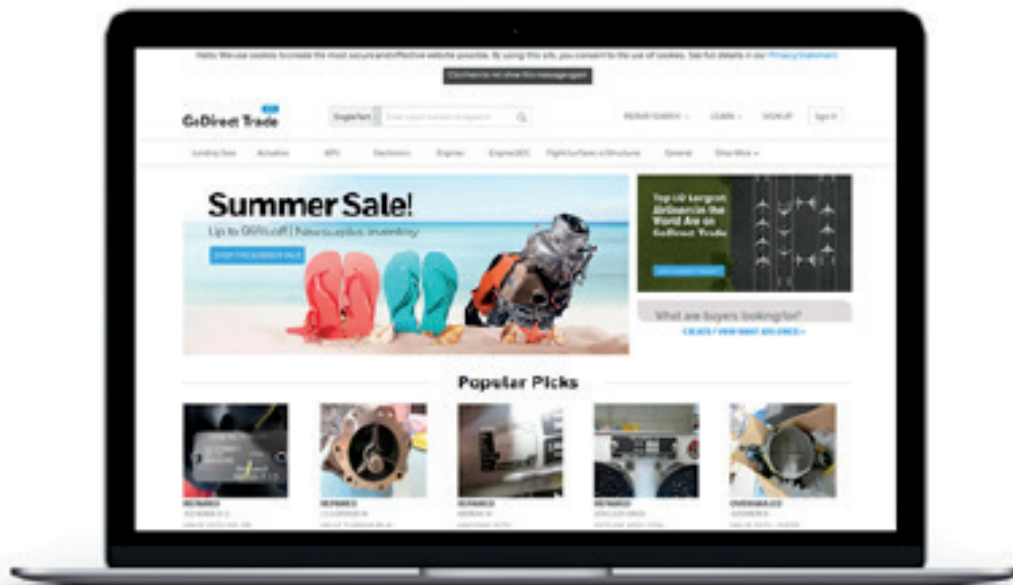
to launch

\$300M

in inventory

\$1M

in sales in
10 weeks



CASE STUDIES

QuestMark

Flooring Manufacturer

Challenges:

- Make online purchasing easier
- Create a differentiated customer experience

Solution

- Rich site design and merchandising
- Catalog punchout with PunchOut2Go
- Easy ordering on behalf of customers
- Fast updates without waiting for IT
- Integration with SAP ERP

61%

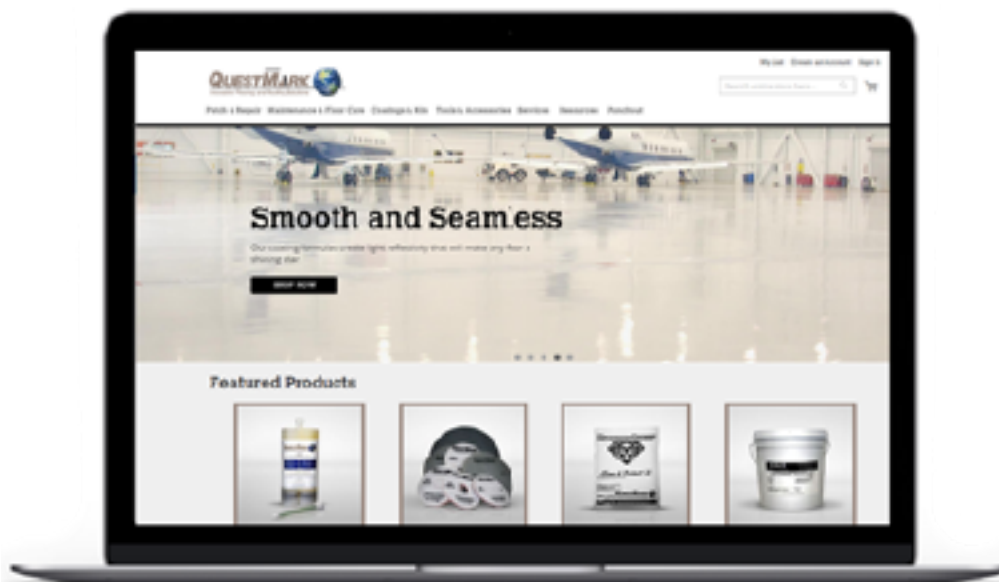
increase AOV

393%

increase in transaction

633%

increase in sale revenue



GROW YOUR B2B BUSINESS WITH AN EASY-TO-USE, ROBUST PLATFORM

Increased AOV.

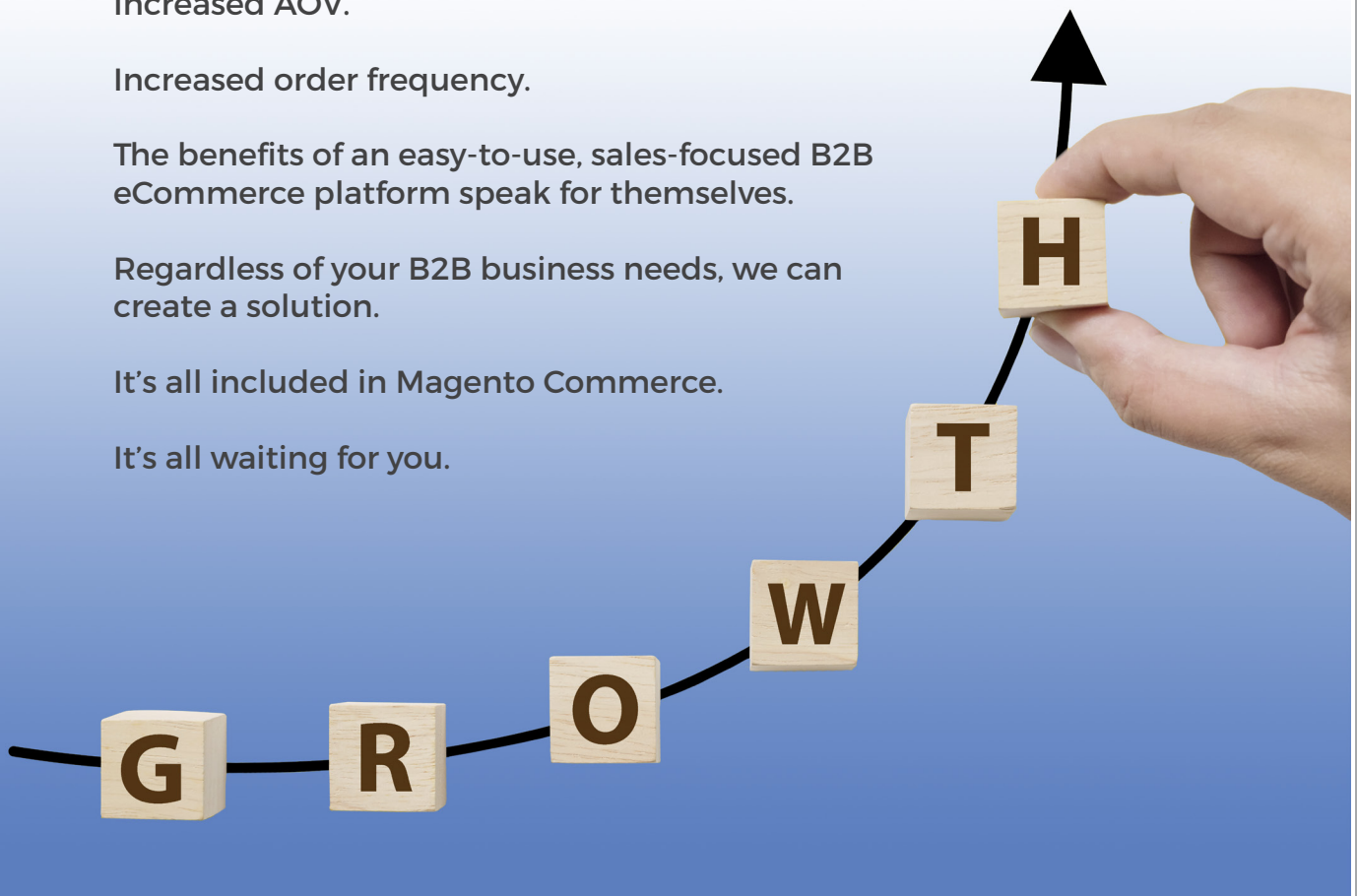
Increased order frequency.

The benefits of an easy-to-use, sales-focused B2B eCommerce platform speak for themselves.

Regardless of your B2B business needs, we can create a solution.

It's all included in Magento Commerce.

It's all waiting for you.



Contact us today.

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B2B

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