

FIVE STEP PLAN

To ensure Successful B2B
eCommerce



Driven by the **rapid consumerization** of technology, **B2B eCommerce is changing** how business is done. No industry is **immune** from this transformative change.

B2B BUYERS ARE DRIVING BUYING DECISIONS, WITH 42% OF PURCHASES BEING MADE DIGITALLY - FORRESTER

eCommerce is changing how companies interact with their customers and, most importantly, how their customers want to interact with them. **60% of today's business buyers would prefer not to communicate with sales representatives as their primary information source, and more than 80% will access digital channels in the late stages of purchasing (OSF Digital).** So eCommerce is causing this digital transformation for businesses of all sizes, including yours. The only question remaining is...

Are you business Ready?

Likely you have some sort of web presence today, but that doesn't mean you are business ready for B2B eCommerce. You might even have the ability to take orders via your website, but **does your B2B eCommerce site "talk digitally" to your Sage system?** Or is that task left to your staff?

eCommerce must be embraced throughout your company for you to realize the benefits of this digital transformation:

- A shift in how business is conducted internally and externally. It is about being agile in how you adapt to new technologies, so that you can **scale and expand** into existing and new market segments at digital speed.
- A shift in how you interact with your customers. It is about providing your customers with a true **end-to-end digital experience** whilst putting your customers at the center of your decision-making, allowing them to digitally interact with you at their convenience.

So, back to the question. Are you business ready? Whether you are looking to implement a B2B eCommerce strategy or already have some semblance of strategy in place, you need to make sure you are ready to embrace this digital transformation.

You need to be able to leverage B2B eCommerce to **drive incremental revenue, improve operating efficiencies, and create a positive customer experience.**

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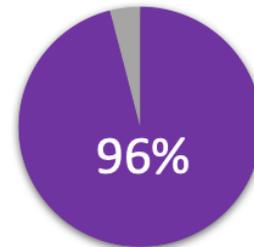
To Ensure Successful B2B eCommerce

1. Replicate your Sage Data

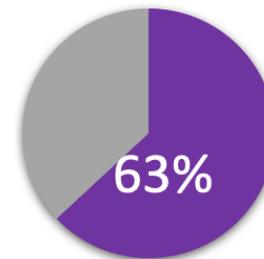
Your Sage system is the heartbeat of your business and you have invested considerable time and energy making it so. You have set up inventory, customers, pricing, taxes, fulfillment processing, and reporting, so it is only logical to leverage this investment when you implement a B2B eCommerce solution. The most critical questions to ask any B2B eCommerce vendor are:

- *“Do you have experience integrating a B2B eCommerce solution with Sage?”*
- *“How can you be sure my customer’s prices will be correct?”*
- *“How do you translate orders and payments to Sage?”*

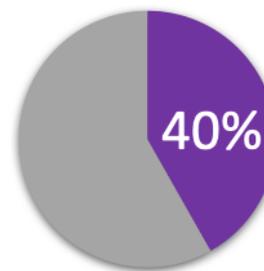
If the answer is *“We’re not sure”* or *“We can figure that out later. Let’s work on the copy and information architecture first”*, you should run, not walk, to the nearest exit. Real-time, bi-directional replication with your Sage system should be considered fundamental to any B2B eCommerce implementation.



96% of manufacturing businesses anticipate future growth being driven by their digital commerce programs*



63% reporting that digital helps them retain customers*



40% say that it drives more sales from existing customers through guided selling, cross-selling, and upselling*

*Source: OSF Digital

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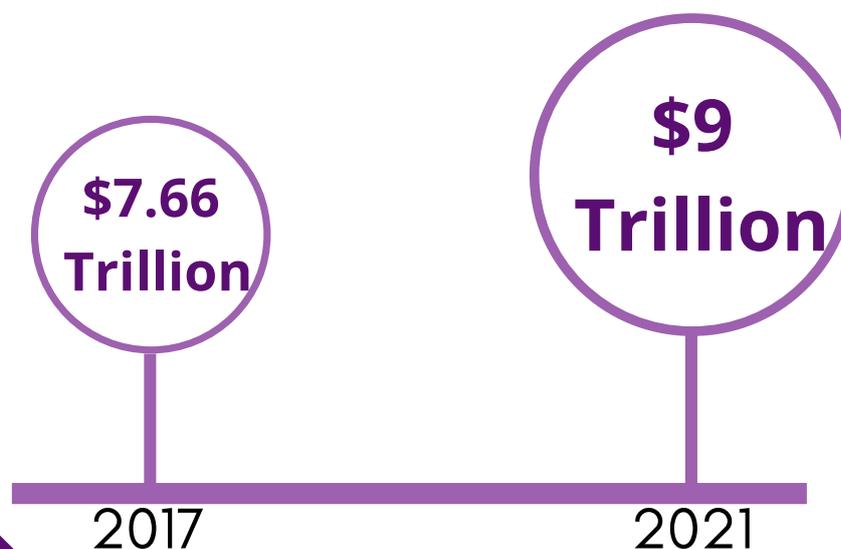
To Ensure Successful B2B eCommerce

2. Move Fast

The longer you wait to implement a B2B eCommerce solution, the further behind you will fall. **Your competitors are embracing the digital world now and you need to move fast.** According to a report by Amazon Business, B2B eCommerce sales accounted for 12% of sales in the US, and is forecasted to reach 17% by 2021 (Amazon Business). The below visual highlights the forecasted global B2B eCommerce transactions.

Once a competitor establishes trust with search engines, like Google, it is extremely difficult and expensive for you to get ahead of them on search results pages. **So getting an optimized B2B eCommerce solution up quickly, focusing on your fastest moving products, is critical.** Avoid the temptation to get bogged down with minor, low impact features.

Global B2B e-commerce transactions



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3. Get Mobile

Did you know that **62% of people use their mobile device to make an online purchase at least once a year?** Within that 62%, 11% make purchases weekly and 19% make purchases monthly.

While not every buyer uses a smartphone or tablet to make purchases, 82%* of smartphone users turn to their devices to help them make a product decision and 93% of people who use a mobile device for research go on to make a purchase.

Having a mobile-friendly site also gives you a significant **SEO advantage and increases your SERP** (Search Engine Results Page) ranking.

These are some of the reasons why we recommend your B2B eCommerce solution is built using mobile friendly Responsive Web Design.

Mobile commerce sales are on the rise, projected to grow 37.7% from last year to account for \$203.94 billion this year

- Digital Media Solutions®

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4. Manage and Optimize

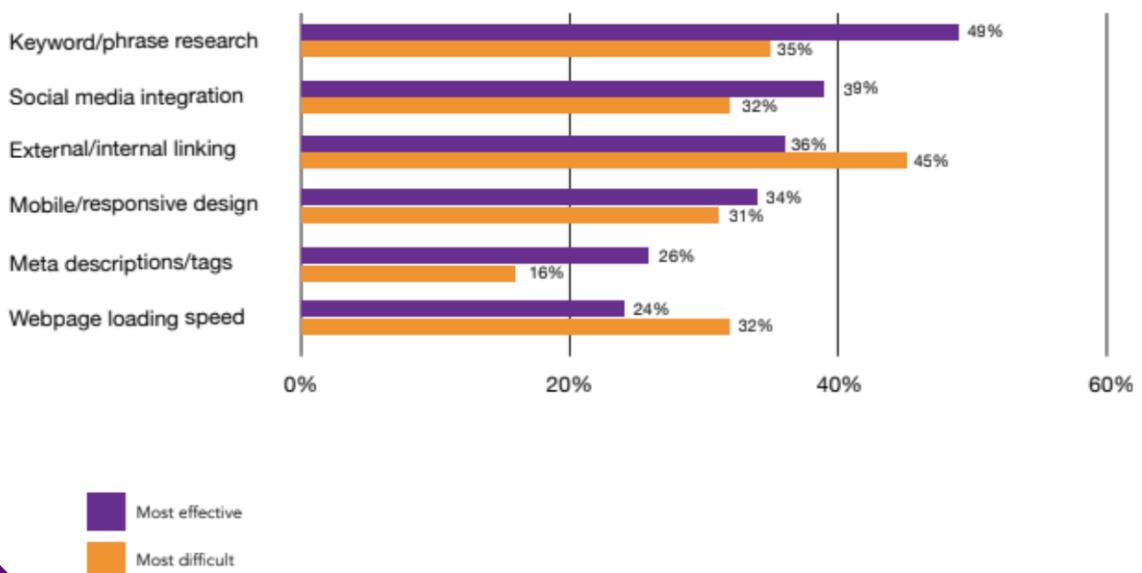
Building a B2B eCommerce solution is just the first step in your digital transformation journey. You must give careful consideration to how you manage and optimize your B2B eCommerce solution in order to effectively drive awareness and increase traffic.

In order to drive more traffic to your platform, it is important to **meet your customers where they are most likely to be**. Do they use social media more, or email? Do they respond to re-targeting and ads?

Narrow down on the platforms your customers use and make sure that you have an influential presence on these platforms.

In regards to your eCommerce platform, ensure that your catalog and product pages are configured with Google in mind. Pay special attention to page load speeds, adding relevant keywords and optimizing your product images.

Most effective and difficult SEO tactics



Source: Marketingcharts.com;Ascend2andResearchPartners

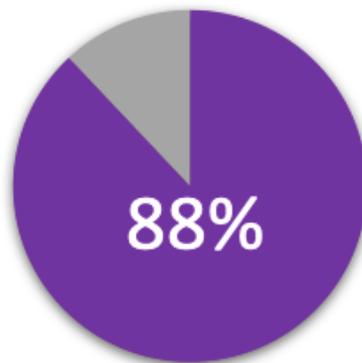
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5. Get Personal

You know who your customers are, so get personal with them. When they log in to your B2B eCommerce site, you need to ensure the pricing they see is identical to what you have in your Sage system, the product catalog is relevant to them, they can access all of their orders and transaction history in real-time, and the content you are producing is relevant and helpful to them.

Personalized product recommendations are a huge driver in increasing the average order value. **B2B buyers want to find what they want quickly, and then be able to purchase easily.** Give your customers powerful buying tools, such as an intuitive search experience, guided product finders, quick order forms, order templates, category and search faceted filters, and product configurators.



88% percent of buyers would turn to a competitor if a current supplier's digital channel could not keep up with their needs.*

*Source: Avionos B2B 2020 buyer report



An eCommerce solution that doesn't replicate the data in your current Sage system will guarantee you three outcomes:

1. That budget you allocated for your B2B eCommerce project? It is not going to be enough as you are going to **spend significantly more money** trying to replicate your B2B eCommerce solution with your Sage system.

2. That launch date you had planned and the accompanying marketing material? Better put that on hold as **implementation is going to take much longer** than you forecasted.

3. The order entry staff you had planned to reallocate to more high-value projects? Hold the transition plan because they are **still going to be doing order entry** for a long time.

Like any far reaching project, there are lots of moving parts with launching B2B eCommerce. However, there are steps you should take to ensure you get the most of your B2B eCommerce solution and to successfully embrace the digital transformation of your business:

- **Replicate your Sage Data**
- **Move fast**
- **Get Mobile**
- **Manage and Optimize**
- **Get Personal**

ABOUT US

With offices in Vancouver and Auckland, the commercebuild platform supports hundreds of customers around the globe and processes over a billion dollars annually.

WHAT WE DO

commercebuild is the world's only Sage certified eCommerce solution that fully replicates the client's business logic built into the Sage ERP platform. We enable Sage clients to extend their Sage platform and business logic to the digital world to deliver a complete end-to-end digital experience for their customers. eCommerce without Compromise.

READY TO SCHEDULE A DEMO?

Schedule a demo with a commercebuild specialist:

Email us at: sales@commercebuild.com

For more info, visit: commercebuild.com



SOME OF OUR CLIENTS

