Why you cannot neglect B2B e-commerce

May 2023

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# Speaker

About Mike Brenneman

Mike lives in Phoenix, AZ and has been working in the Microsoft space since 2008. He previously cofounded a SaaS company and has sold targeted ISV solutions such as Sana Commerce and Kwiktag, as well as Microsoft CRM and ERP implementations.
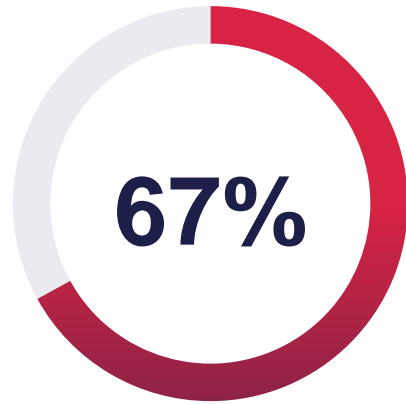
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Agenda

1. Trends in B2B e-commerce

2. Sana Commerce' unique e-commerce philosophy

3. Demo

4. Questions & Answers

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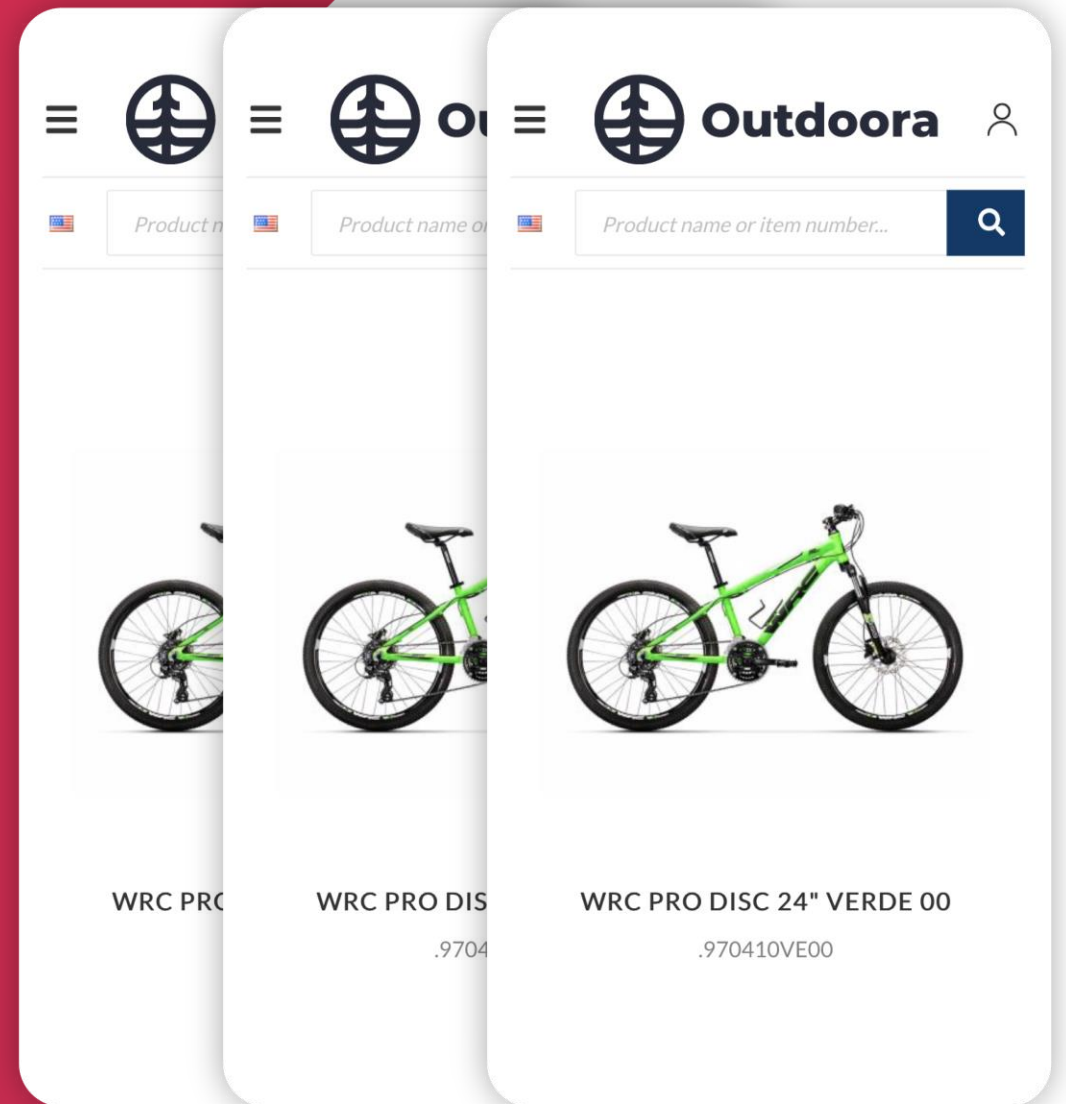
More and more digital sales transactions
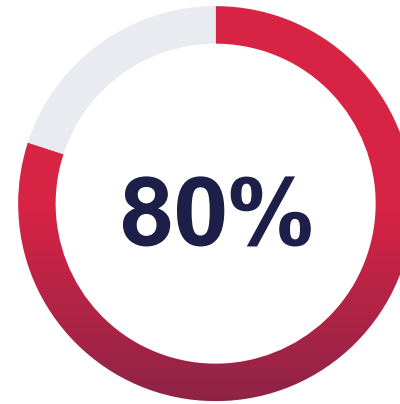
67%

of B2B purchasers

Prefer remote meetings or digital self-service
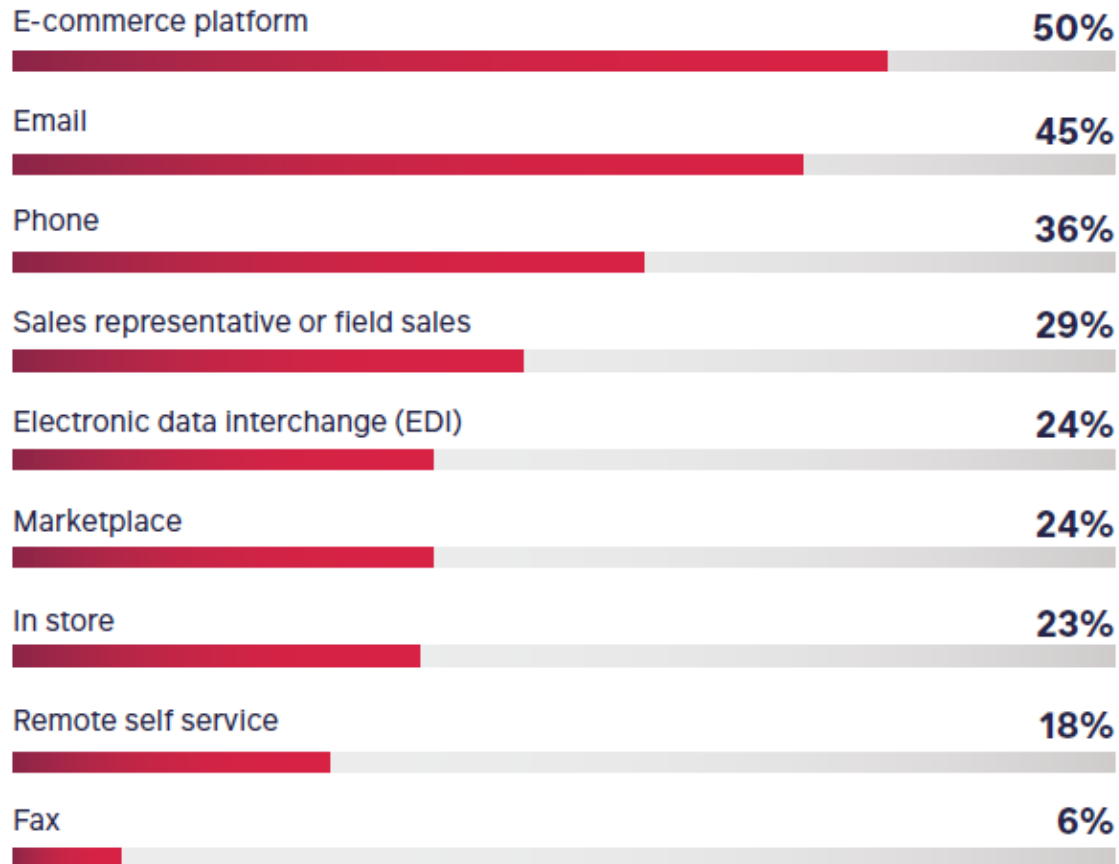
(McKinsey)

80%

via a digital channel

In 2025 80% of sales interactions will be done via a digital channel.

(Gartner)

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Over half of respondents frequently use web stores to place orders. Two years ago, only 28% frequently used e-commerce. It now outperforms phone and email as the most popular channel.

Channel	Percentage
E-commerce platform	50%
Email	45%
Phone	36%
Sales representative or field sales	29%
Electronic data interchange (EDI)	24%
Marketplace	24%
In store	23%
Remote self service	18%
Fax	6%

Q. From the list above, which channels do you use most frequently for placing orders?

E-commerce is now the number one way to buy in B2B spheres

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Beyond that, sellers need to make it easy for buyers to make these purchases. **81% are relying on online web stores to make repeat purchases.** Being able to deliver insights into past order history and options like one-click buying is paramount to be able to optimize this revenue stream.

Repetitive purchases

| 19% | 81% |

High volume purchases

| 28% | 72% |

One-off standard purchases

| 33% | 67% |

Customized purchases
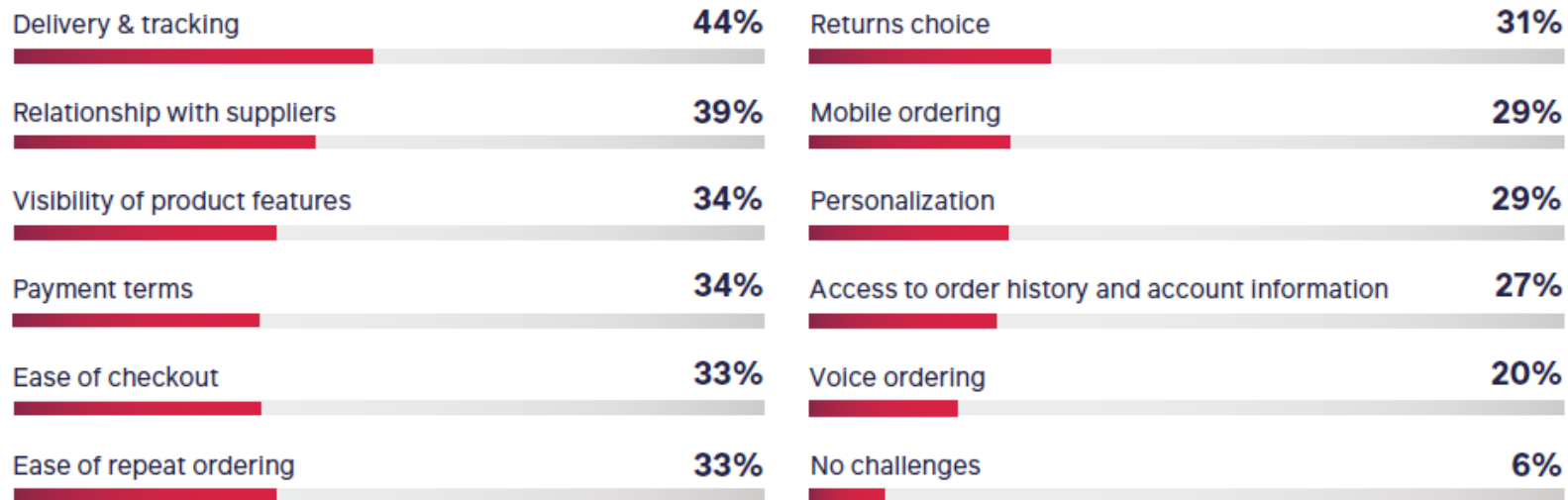
| 36% | 64% |

High value purchases

| 37% | 63% |

Q. Which of the following do you rely on – **online vs offline?**

Repeat purchases are the most favorite type of purchases

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Only 6% experiences no challenge in customer experience

Delivery & tracking	44%	Returns choice	31%
Relationship with suppliers	39%	Mobile ordering	29%
Visibility of product features	34%	Personalization	29%
Payment terms	34%	Access to order history and account information	27%
Ease of checkout	33%	Voice ordering	20%
Ease of repeat ordering	33%	No challenges	6%

Q. What customer experience challenges are you still seeing in the online B2B buying process?

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Sana Commerce' unique e-commerce philosophy
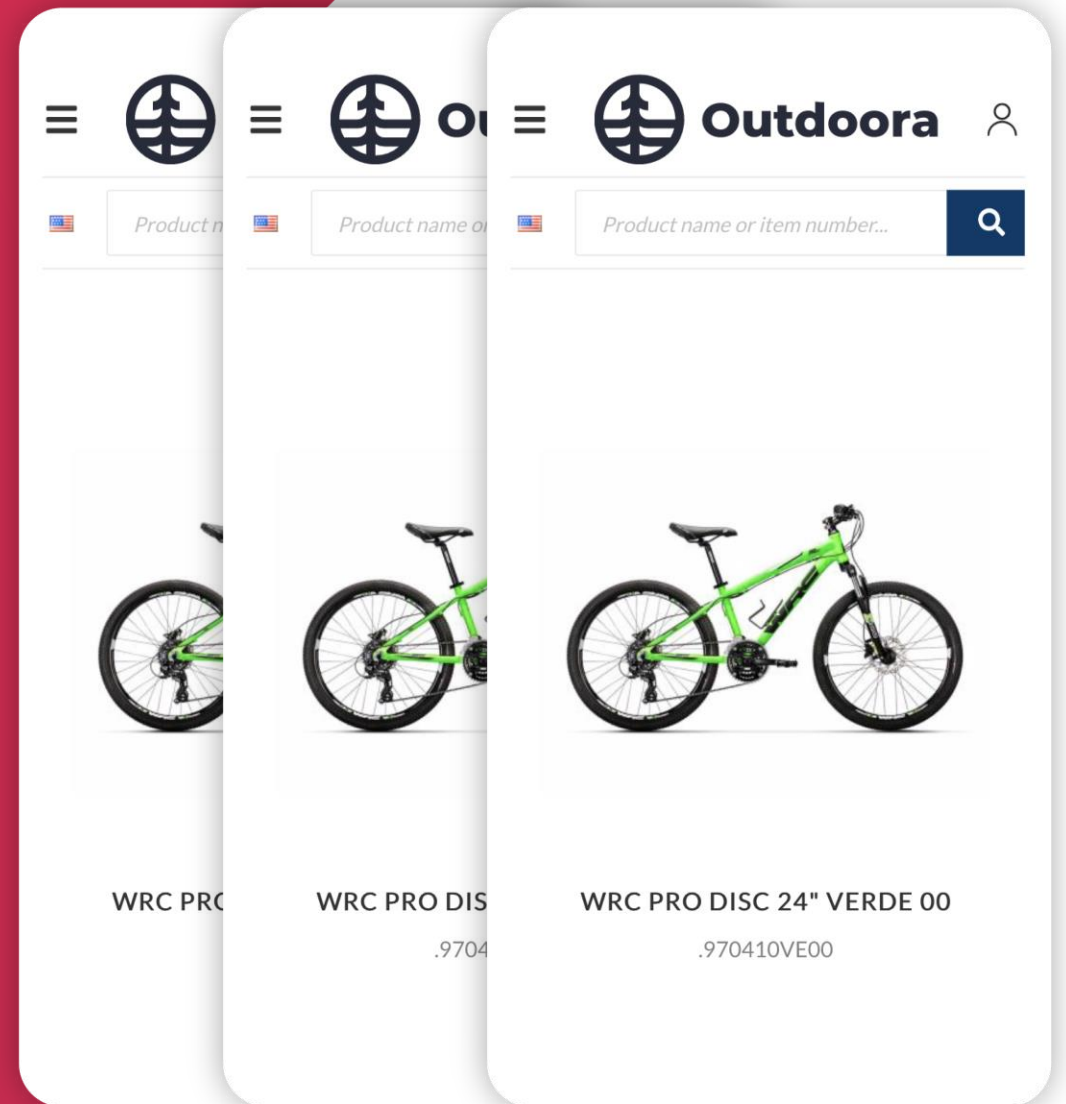
Prioritize relationships, not just transactions.

E-commerce for Microsoft Dynamics

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How have companies found success?

Success in commerce was found by fostering lasting relationships with customers who depend on them, not by competing on price and product alone.

Answer

Many organizations try to keep up by launching an e-commerce website.

They struggle to deliver the same experience online that has made them successful offline.

This leads to frustrations, errors and disruptions.

Which in turn damages the long-standing relationships with their customers.

Leading to:

Compromised success.

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The root cause of these challenges? Silos.

Mainstream e-commerce platforms are often built separately from the ERP, which causes silos between the two systems.

Not all **data** in one system is available in the other.

Mainstream e-commerce

ERP

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Not all **data** in one system is available in the other.

Not all the **functionality** of one system is available in the other.

Mainstream e-commerce

ERP

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Not all **data** in one system is available in the other.

Not all the **functionality** of one system is available in the other.

Data needs to be **synchronized** between the two systems.

Mainstream e-commerce

ERP

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Not all **data** in one system is available in the other.

Not all the **functionality** of one system is available in the other.

Data needs to be **synchronized** between the two systems.

Changes have to be **made twice**, once in the ERP and once in the e-commerce platform.

Mainstream e-commerce

ERP

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These silos in e-commerce result in:

Compromised convenience

Compromised reliability

Compromised evolution

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These silos in e-commerce result in:

Compromised convenience

Lack of self-service

Incomplete personalized experience

Missing information

Compromised reliability

Compromised evolution

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These silos in e-commerce result in:

Compromised convenience

Compromised reliability

Inconsistent information across buying channels

Order and delivery errors

Inaccurate information

Compromised evolution

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These silos in e-commerce result in:

Compromised convenience

Compromised reliability

Compromised evolution

Slow to adapt to customer needs and market changes

Disruptions when making changes

Inability to constantly add value

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These silos in e-commerce result in:

Compromised convenience

Compromised reliability

Compromised evolution

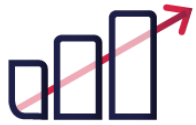**Compromised relationships**

Imagine the following

What if you could make your ERP and e-commerce work as one?

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Introducing

Sana Commerce is an e-commerce platform designed to help manufacturers, distributors and wholesalers succeed by fostering lasting relationships with customers who depend on them.

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Sana Commerce in numbers
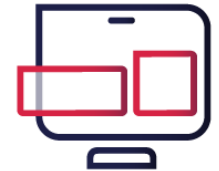
+50%
year-over-year growth

600+
employees

9
offices in Europe, North and South America, and Asia

100+
partners worldwide

1,200+
active customers

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Awards and partners

FORRESTER®

Cited in Forrester Wave™
2020, 2018 and 2017

SAP ICC EMEA Partner of
the Year 2019

Microsoft Dynamics ISV
Partner of the Year 2017

Microsoft preferred solution
for Dynamics 365

Microsoft Partner
Microsoft

Gold Data Analytics
Gold Enterprise Resource Planning
Gold Application Development
Gold Cloud Platform
Silver Datacenter

SAP Partner™

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Customer recognition

We make your ERP and e-commerce work as one

This eliminates:

- System silos
- Unnecessary complexities
- Compromises

Caused by mainstream e-commerce solutions.

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All ERP **data** is also available in the
e-commerce platform in real time.

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All ERP **data** is also available in the e-commerce platform in real time.

All ERP **functionality** is also available in the e-commerce platform.

All ERP **data** is also available in the e-commerce platform in real time.

All ERP **functionality** is also available in the e-commerce platform.

There is a **single source of data** shared between ERP and e-commerce.

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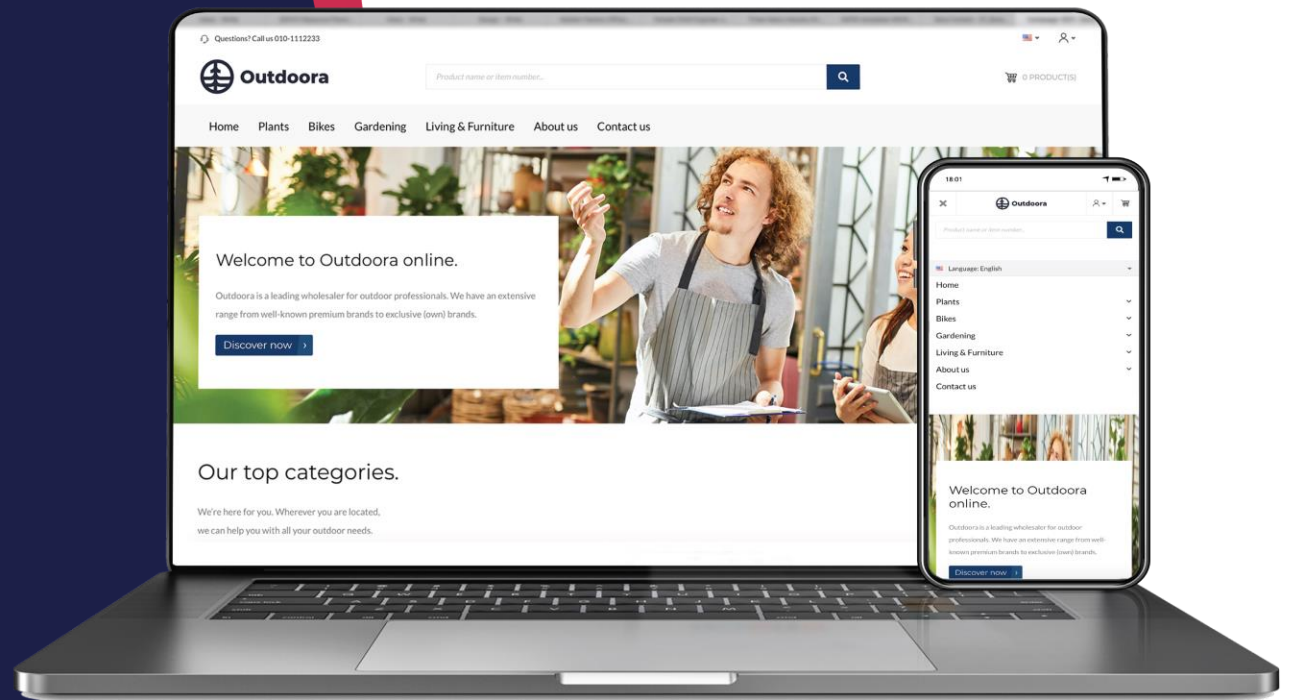All ERP **data** is also available in the e-commerce platform in real time.

All ERP **functionality** is also available in the e-commerce platform.

There is a **single source of data** shared between ERP and e-commerce.

Changes only have to be **made once, in one system**, and not in both.

Demo in real-time ☺

Questions?

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Thank you

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Please use the code to access our session survey

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