

imagine 2018



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THE
CHARGE**



The Digital B2B Commerce Journey – How to Take Next Step

John Ambrose

Sr. Commerce Consultant | Perficient Digital

B2B Behind the Numbers

The Glass is Half Empty.....

B2B buyers can check pricing for the same item on 3+ websites **in less than 20 minutes**

71% of B2B buyers said they **would switch suppliers** to one with similar prices

but a **better overall digital experience** ⁵

“Amazon Business now has over **1,000,000** customers.

What would happen if they decided to enter our category this year?”

⁴ Perficient, ⁵Accenture Interactive

The Glass is Half Full.....

A **great UX** with competitive pricing and in-stock status is a **tipping point** for many B2B buyers⁶

Modern B2B commerce tech platforms have **similar functionality** to the strong B2C sites⁷

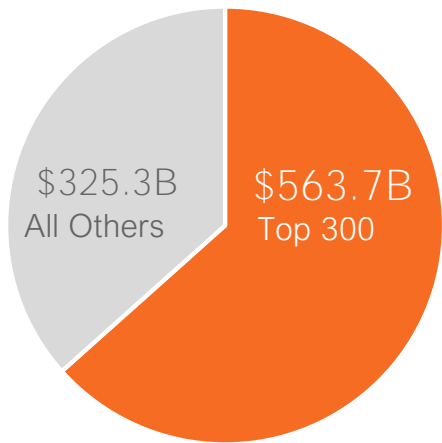
Tech is enabling B2B sales reps to spend **more time selling complex, higher margin products**⁸

⁶ Perficient, ⁷ Gartner, ⁸ B2BecNews

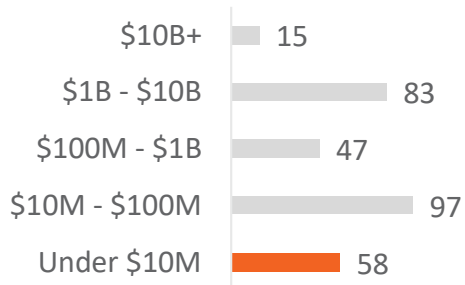
Proof of Disruption...and Opportunity

B2B Online Market: 2017

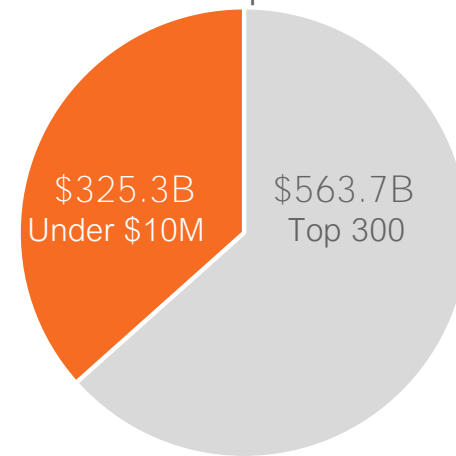
Source: B2BecNews, Forrester Research Inc.



58 of the B2B Top 300 Have Online Sales Under \$10M



Highly Fragmented B2B Online Marketplace



B2B Manufacturers with Commerce Sites¹

40%
Have a Commerce Site

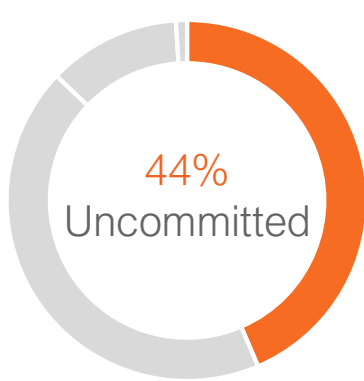
21%
Launching in Next 6 Months

39%
No Commerce Site

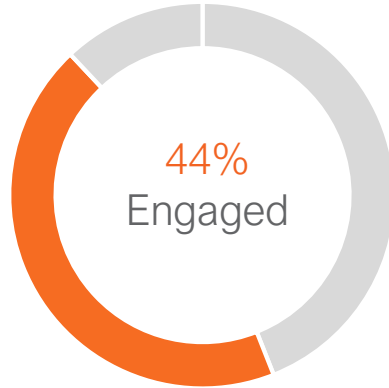
¹B2B ECNews

B2B Maturity Levels

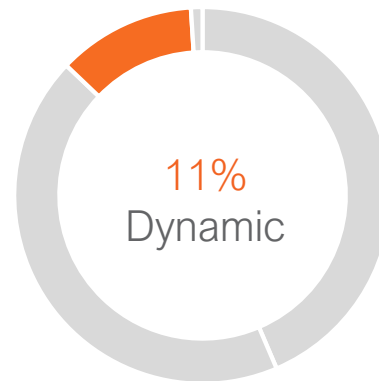
Current B2B Maturity Levels



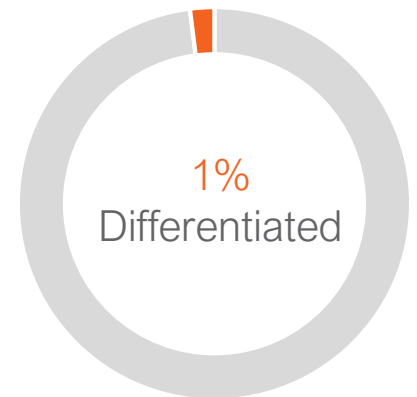
Realize that digital needs to become part of their overall strategy but don't know how to get started. They are struggling to get internal buy-in.



Have taken steps to enable a digital vision, and are seeing a steady increase in customer adoption of the digital channel.



The digital channel is giving the company a competitive advantage, and are now building a strong internal team with the capabilities to support and optimize it.



Are focused on driving industry-leading, omnichannel customer engagement, and are able to anticipate customer needs by leveraging data.

A powerful competitive advantage is achieved at the Differentiated level.

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Maturity Model - Capabilities

CAPABILITIES	UNCOMMITTED	ENGAGED	DYNAMIC	DIFFERENTIATED
WEB SITE	NON-TRANSACTIONAL , PRODUCT ORIENTED	TRANSACTIONAL, REQUIRES REGISTRATION	PORTAL CAPABILITIES, MULTIPLE SITES	MARKET SEGMENT CARVE OUTS, DIRECT TO CONSUMER SITES
MOBILE	MOBILE OPTIMIZED	MOBILE RESPONSIVE TEMPLATES	MOBILE APPS	BEACONS
SELF-SERVICE	DOWNLOADABLE CONTENT, CONTACT FORMS	CUSTOMER SELF SIGNUP, ORDERING	ACCESS TO VIEW/PAY INVOICES	NON-TRANSACTIONAL INTERACTIONS
CUSTOMER ACCOUNTS	LIMITED OR NONE	MULTIPLE USERS/SINGLE ACCOUNT, ORDER HISTORY, BILL TO/SHIP TO	WORK FLOW APPROVALS - ORDERS/QUOTES	SINGLE-STEP ORDERING
PRODUCTS	WEBSITE NAVIGATION	USER SPECIFIC PRODUCT CATALOG, SIMPLE PRODUCTS, DESCRIPTIONS, ATTRIBUTES	COMPLEX PRODUCTS REQUIRING CONFIGURATION	COMPLIMENTARY PRODUCT SETS
CONTENT	SINGLE IMAGE, PRODUCT DESCRIPTIONS	OPTIMIZED CONTENT FOR SITE SEARCH, ADDITIONAL PRODUCT IMAGERY	VIDEO, EDUCATIONAL CONTENT	MULTI-LANGUAGE
PERSONALIZATION	NONE	PRICE LISTS	USER SPECIFIC CONTENT	AUTO ORDER CREATION FOR APPROVAL
SEARCH	SEARCH BOX	FACETED SEARCH, PRODUCTS AND CONTENT	AUTO SUGGEST - TYPE AHEAD	MACHINE LEARNING (PREDICTIVE), VOICE ENABLED
ORDERING/BUYING	PHONE/EMAIL	WEB BASED, PHONE/EMAIL	CPQ, MINIMUM QUANTITY, PUNCH-OUT	AUTOSHIP/SUBSCRIPTION
PAYMENT OPTIONS	PO TERMS/CREDIT CARD	PO/TERMS CREDIT CARD - WEB	FINANCING	CRYPTO/BLOCKCHAIN
NOTIFICATIONS	SALES REP/EMAIL	ORDER, SHIPPING CONFIRMATIONS - EMAIL	EMAIL, SMS, MOBILE APPS	LOCATION BASED NOTIFICATIONS
INTEGRATIONS	NONE	PAYMENT PROCESSING	INVENTORY LEVELS, LEAD TIME, CRM	IoT
DIGITAL MARKETING	ORGANIC SEO, EMAIL CAMPAIGNS	PROMOTIONS/DISCOUNTS - PRODUCT LEVEL	CUSTOMER SPECIFIC/REGIONAL PROMOTIONS	LOCATION BASED PROMOTIONS
ANALYTICS	BASIC GOOGLE	GOOGLE ECOMMERCE	ECOMMERCE, SITE SEARCH	PREDICTIVE ANALYTICS
RESOURCES/ OPERATIONS	INTERNAL DESIGNER AND CONTENT CREATOR	OUTSOURCED USER EXPERIENCE AND TECHNOLOGY IMPLEMENTATION & SUPPORT	STARTING TO HIRE FOR STRATEGIC DIGITAL RESOURCES	DEVELOPMENT OF A CENTER OF EXCELLENCE
TECHNOLOGY STACK	NON-COMMERCE ENABLED SOLUTION, EMAIL CAMPAIGN MGMT	ADVANCED COMMERCE CAPABILITIES IN A SINGLE PLATFORM	BEST OF BREED - COMMERCE, CMS, OMS, WEB APPS	BEST OF BREED - COMMERCE, CMS, OMS, WEB APPS, AI, MACHINE LEARNING

Panel Discussion

Meet our Panelists



Lauren Sciacca

Loom Décor

ECOMMERCE MANAGER



Noah Gamer

CURT Group

DIRECTOR OF ECOMMERCE &
DIGITAL MARKETING



Jeff Johnson

Regis Corporation

DIGITAL BUSINESS MANAGER