I. Introduction

Buyers today not only anticipate a seamless digital experience—they expect it. In a connected world, where mobile, online and brick and mortar experiences converge, it is critical for brands to have a powerful B2B e-commerce platform. A seamless B2B e-commerce solution allows brands to connect with buyers in a powerful way: instant ordering, crisp communication, data and sales analysis, and other efficiencies made across the sales cycle. As Forrester notes in its 2014 Top Technology Trends for 2014 and Beyond Report, “A great digital experience is no longer a nice-to-have; it’s a make-or-break point for your business as we more fully enter the digital age.”

1Forbes, November 25, 2013
II. Embracing the Technological Shift

B2B e-commerce is catching up with B2C in a very real, significant way. In fact, in 2013 B2B e-commerce sales hit $559 billion.\(^1\) Historically however, B2B brands have been slow to embrace the Web and have looked away from e-commerce, but it’s all changing, fast. Karen Moon, co-founder of social shopping platform StyleMusee, elaborates, “It’s only been in the last few years that contemporary and luxury brands have started to adopt e-commerce and social media—before there was this stigma that online luxury wasn’t luxury.”

B2B e-commerce platforms have evolved and are now up against buyer’s expectations and their experiences with their own personal shopping platforms, like Amazon. For example, buyers expect to be able to plug in and buy from anywhere—their home laptop, phone or iPad. And the increase of access has positively impacted sales: Forbes reports that, “Forrester research showed that online B2B customers are more active than offline customers and have higher average order volumes,” and “the Forrester study showed that 54 percent of B2B companies selling online report that their customers are using smartphones to research products and 52 percent are using their devices to make online B2B purchases.”\(^2\)

“[Technology] has contributed to the increase in customer requirements through a dramatic rise in the instantaneous knowledge of new trends and brands. Additionally, it has improved the capability of retailers, wholesalers and manufacturers for sharing data and making better business decisions.”\(^3\) The companies that have embraced B2B e-commerce platforms are seeing tremendous efficiencies across their entire business, resulting in time saved, money saved, and more sales earned.

III. B2B Pain Points

Today, brands without a B2B e-commerce platform are struggling with the physical woes of managing the sales process, from traveling with physical samples to printing expensive brochures and catalogs that eventually get thrown away. Orders are still being placed via phone/fax or email, and sales reps have to spend hours entering orders manually. Additionally, many orders are written up with zero insight into a brand’s actual inventory. It’s like a game of “Telephone” – the process is error-prone, and the original order may get lost in translation or miscommunicated. And if a mistake is made, it may take days or weeks to get the proper order placed. As a result, the brand can incur extra handling fees, weeks or months of lost sales, and/or potential restocking fees.

Brands operating this way today are missing out on the opportunity to customize product sheets & orders, enhance the overall relationship with buyers, and sell fast and efficiently. The International Journal of Engineering Business Management adds, “The industry is characterized by short product lifecycles, is volatile and exhibits unpredictable demand, tremendous product variety, long and inflexible supply processes and a complex supply chain.

---

\(^1\) Forrester Research, October 18, 2012
\(^2\) Forbes, May 06, 2014
\(^3\) Intech Research, Demand Forecasting in the Fashion Industry, July 15, 2013
IV. Conclusion

B2B companies leveraging a B2B e-commerce platform are reaping the rewards and seeing the impact directly in their bottom line. In fact, almost 60% of business buyers across multiple industries have purchased goods for their companies online, and almost 40% said they expect to spend a bigger proportion of their annual procurement budgets online next year\(^1\). Get educated on some of the many benefits that a B2B e-commerce platform can provide when upgrading your business online and mobile.

---

**Increase in Sales**

Independent research has reported an average increase in sales of 17.6% after brands adopted NuORDER.

- Going digital means better communication with your buyers and a continuous, rolling sales process before, during, and after trade shows.

**Reduction in Order Errors**

- Fewer errors in communication mean fewer errors in sales. Going digital improves order entry accuracy and will streamline sales.
- Make your wholesalers and retailers happy with an easy and intuitive ordering process.

**Reduction in Costs**

- Did you know 69% of B2B companies across the globe expect to stop publishing print catalogs within five years?
- Re-shuffle your dollars to maximize investment elsewhere (e.g. tradeshows or human resources).

---

Still unsure whether taking your brand digital is the right opportunity for your company? Contact our sales team for a free assessment. We will provide all the necessary information to help you make an educated and informed decision.

For more information, please visit: [http://www.nuorder.com](http://www.nuorder.com)

**Contact Us**

NuORDER
+1 310.954.1313
www.NuORDER.com

---

\(^1\) [Internet Retailer, B2B E-Commerce is Poised for Growth, May 31, 2013](http://www.nuorder.com)