



Allow your business customers (B2B) the shopping experience that they are used to

Emphasis was always put on tangible and measurable things in the B2B sector – supply chain optimization, lean manufacturing, public procurements and process improvement.

B2B companies need to bring **sales experience and best practices from the business-to-consumer (B2C)** environment while using the acquired data to support B2B buying decisions. You can be successful only if you can use this combination right.

In the past B2B companies sold only through retailers and distribution networks, but now they are trying to reach consumers directly in order to gain revenue immediately and **not have to sacrifice (often considerable) part of their margins to trading partners.**



Challenges of B2B companies...

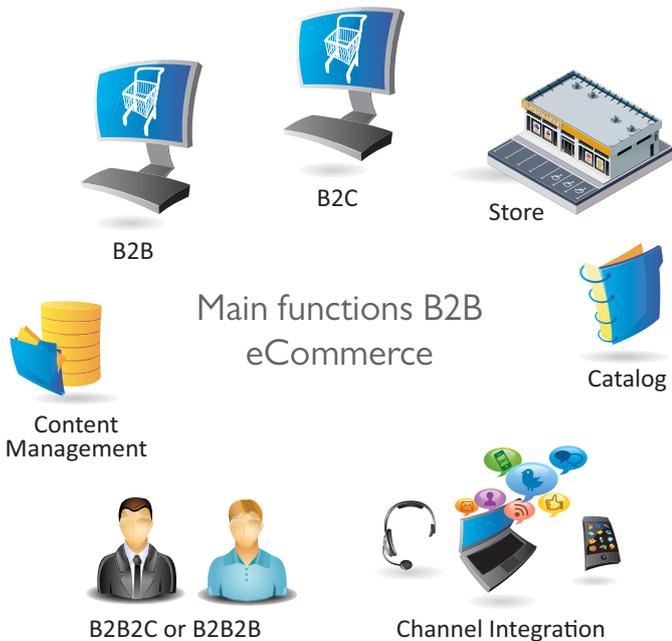
- **Management of complex B2B processes and transactions** – enable working with intuitive tools for customer management, cost centers, orders and budgets in sales.
- **Integration of multiple channels, business models and markets** – simplify the supporting business models (including B2B2C) and channels, manage the extended ecosystem of suppliers, distributors and partners efficiently on a single platform.
- **Non-functional printed catalog** and its complex creation.
- **Consolidation of multiple data domains** – integration of products, suppliers, inventory, contracts, customer data and orders into a single solution.
- **Management and utilization of a complete and detailed product content** – integration of product content for all channels and proactive solution of individual customer requirements.
- **More efficient order processing and fulfillment.**
- **Extension of sales channels and export abroad** without creating a distribution network.
- Be where your digital business customers are and address them directly.

Main Benefits

- **Significant costs savings** with streamlining business operations: reduced costs of processing orders, lower prices of goods and inventory, increased efficiency in sales and marketing costs
- **Increased revenue** by penetrating into new customer segments and market opportunities
- **Increased conversion** using best practices from B2C
- **Higher customer satisfaction** with multi-channel comfort
- **Accurate and efficient presentation of complex or specialized products**
 - Management of complex B2B transactions
 - Centralized platform for all business partners
- **Reducing administrative burdens** (customer self-service)
- Easier data exchange with external systems

Easy search and finding of all information about the product and its purchase for customers is a key to efficient B2B trading. Easy to use systems which **unify communication and customer transaction across products, brands and communication channels is a key to profitable B2B trading.**

Ness Technologies combines the management of multiple business models and channels and enables B2B companies handling a variety of suppliers, distributors and warehouses in a single platform and it efficiently automates the sales administration.



Selected Benefits by Industries

Food and Beverage Distributors

...face a variety of challenges in serving their customer base which can range from full-line grocers to food service entities, from convenience stores to vending machine operators, and from ballparks to restaurants. Each of these types of customers have their own needs and demands:

- Direct store delivery with orders prepared on site
- Recurring orders and location-specific product authorizations
- Standardized assortments with some localizations that their franchise stores may determine separately
- Mobile ordering and digital content fed over the web to a vending machine

Manufacturing

Manufacturers are under heavy pressure to offer robust e-commerce capabilities which are at the same time easy-to-use and deliver a high level of personalization on a well-designed interface.

- An online experience that provides customers the ability to make product decisions before coming in-store
- Access to the full range of products and customer information in real-time for sales representatives, whether on a mobile phone, tablet, or PC
- Customer self-service options for standard orders
- Similarly intuitive service options for industrial customers making recurring or complex orders
- Catalogs tailored to a specific customer

Selected Benefits by Roles

B2B Marketing and Sales

- **Reduce administrative overhead** (manage B2B accounts, cost centers, budgets)
- **Reduce sales administration costs**
- **Support complex B2B pricing models** and manage individually negotiated price lists
- **Increase average order value** with special promotions based on knowledge of the customer

Order Management

- **Synchronize order processing** across all channels
- **Purchases within spend limits** (order approval)
- „Click-and-collect“ system – partial delivery, multi-warehouse shipping and returns management.

Content and Catalog Management

- **Consistent data with centralized content management**
- **Enrich product catalog** with pictures, technical descriptions, co-branding and customized promotions
- **Create individual shops** for bigger B2B customers

Take advantage of the integration with CRM

Many businesses use ERP and CRM platforms to better manage business operations. Incorporating an eCommerce solution that integrates with the existing ERP or CRM offers the following benefits:

- **Real-time pricing and inventory**; better inventory management
- **Streamlined efficiency** with just one database to manage - automate processes across sales and marketing, faster customer response
- **Integration with financials** = a 360° view of customer profitability
- **Fewer manual processes**
- **More self-sufficient customer** = saved time; lower operational costs
- **Automatic website updates** as changes are made in the ERP / CRM
- **Improved sales and support** – all customer interactions, documents, and transactions are available from one data source



WORLD DOESN'T
HAVE TO BE
COMPLICATED

About Ness Technologies – We are a global provider in business processes and technologies. Our solutions and services cover all verticals and all of our clients' business processes. We help them achieve their strategic goals, optimizing costs and effectiveness. Our services are built on long developed and proven competences and include outsourcing, nearshore and offshore delivery. With 6900 employees in North America, Europe, Israel and India and almost 600 professionals in the Czech Republic, we leverage advantages of global know-how and local expertise. We belong to the leaders in area business and IT services on the Czech market.