

Why You Need Integrated eCommerce In Your Post-Pandemic Plan

Even though the eCommerce landscape has evolved, we are here to show you **how** and **why** it's time to harness technology.



Your Presenters



Josh Fischer
Director of Product Management,
Acumatica



Greg Dow
Senior Consultant,
Evron



What We Will Cover

- 1 B2C buying habits form B2B buying desires
- 2 Why B2B eCommerce is critical
- 3 Integrate eCommerce and ERP
- 4 Demonstration of Acumatica
- 5 QA Session

State of B2B eCommerce



Josh Fischer
Director of Product Management,
Acumatica



The Experience of Buying Has Changed



Historically, retail focused on the consumer's in-store buying experience.



As consumers have continued to adopt new technology over the last two decades, retail has continued to adapt to be where the buyers are.



Retailers are selling products through as many channels and devices as possible.



2000

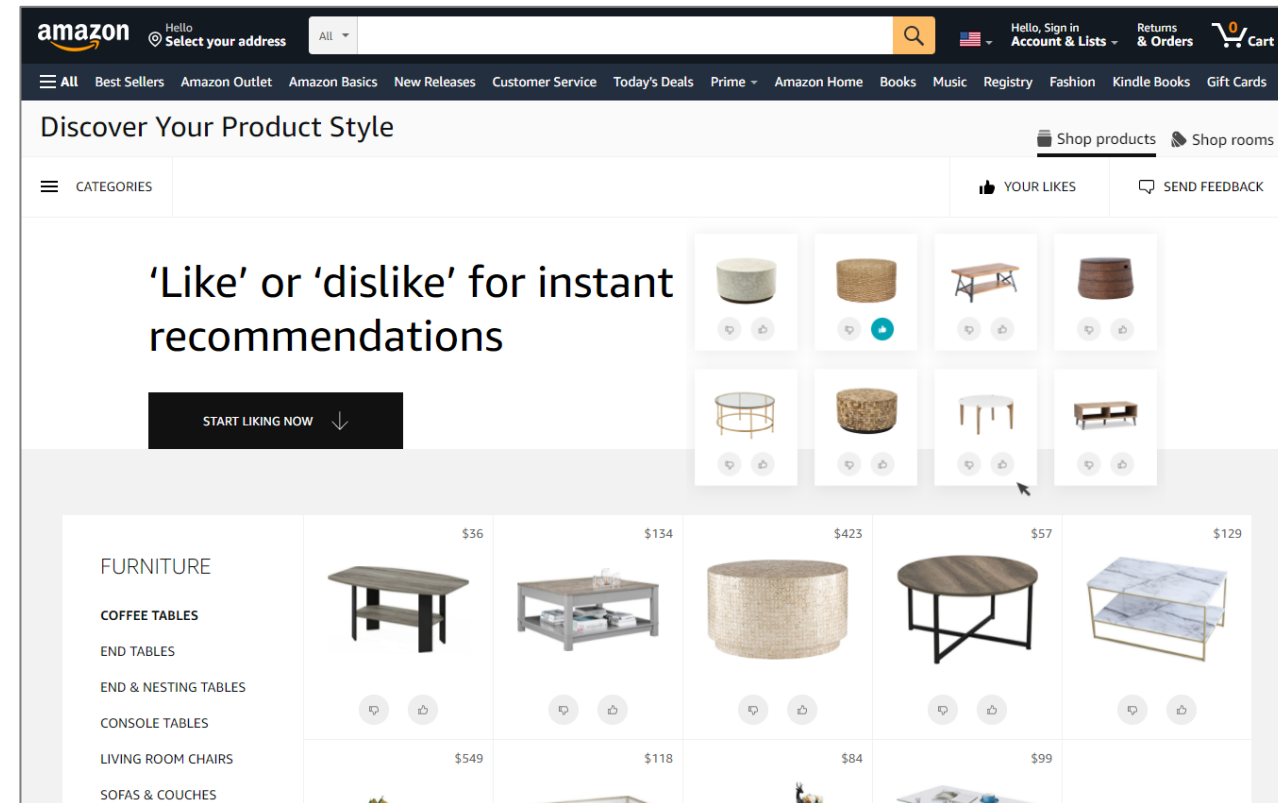
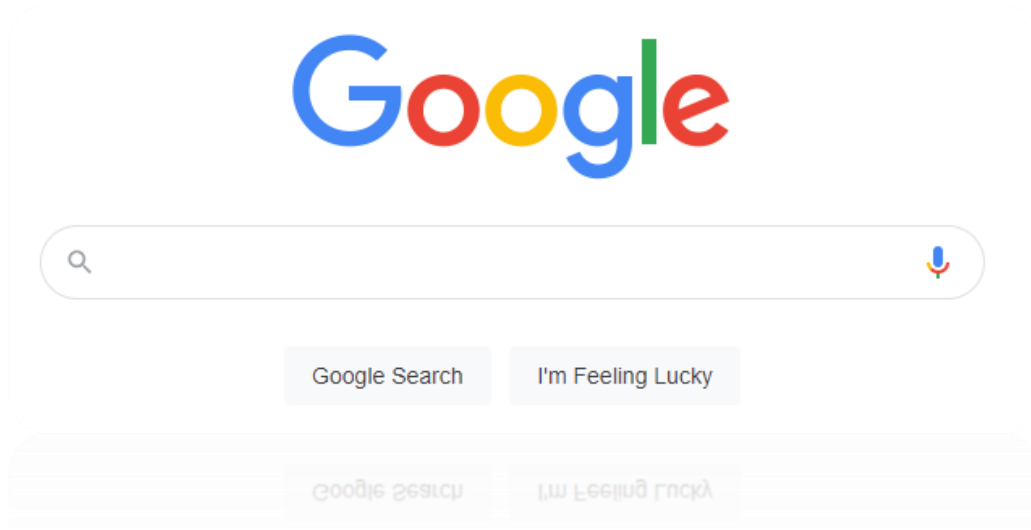
2005

2010

2015

Present

Nearly every buying journey begins with Amazon or Google



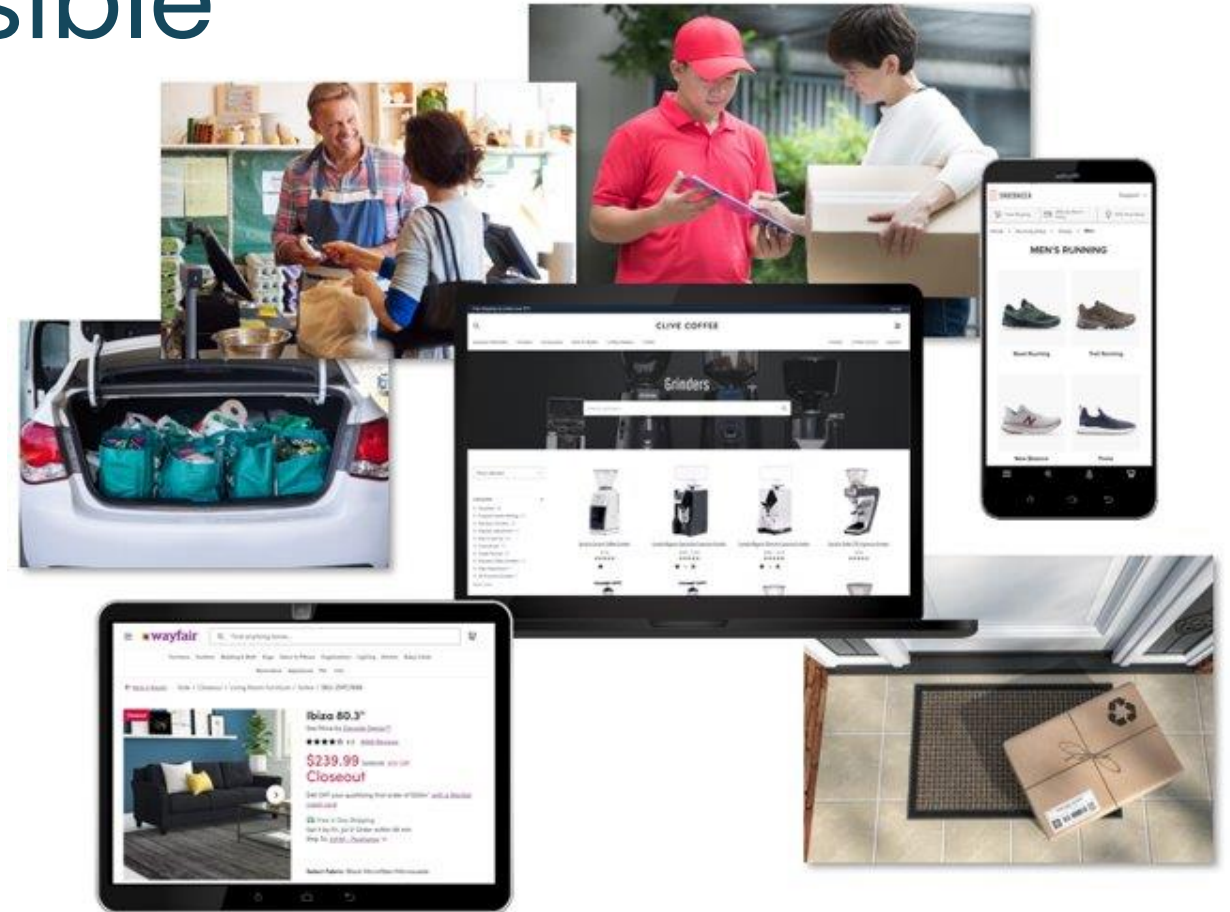
Customer's Expect The Best Experience Possible

Sellers grow when their customer's experience is optimized.

Focusing on:

- Product Search
- Checkout
- Fulfillment
- Merchandising
- Returns/Refunds
- Product Information
- Customer Engagement

To have the time to focus on optimizing the customer experience, retailers need an efficient back-office solution.



Each of your Business Buyers is a
Consumer at home.

Their behaviours and habits as a
consumer is influencing how those
Business Buyers want to engage with you.

What do B2B Buyers Desire?

- Do their own product research online
- The option to buy online or offline
- Have access to a sales-person who understands their needs
- Authentic and informative content
- See their customer specific prices
- Access to account information and history
- They want an easy, frictionless, optimized, wonderful customer experiences

Forrester: Death of a (B2B) Salesman – Andy Hoar



Designing an online B2B eCommerce buying experience

Make it easy for your buyers:

- Easy to find you online
- Easy “self-service” research and buying
- Easily accessible and informative content of all media – text, photos, videos
- Easy to engage with your sales team
- Easy to find the exact products they need
- Easy to establish an account
- Easy to return and buy again, and again.

B2B eCommerce Features:

- Customer account management
- Powerful product search and filtering
- Inventory Availability
- Account order history access (online and off)
- Customer Specific Pricing
- Customer Service Tools
- Personalized Experiences
- Mobile Accessibility
- Multiple Payment Options (Credit Card, Terms, etc)

Other Benefits of B2B Online Selling

- Your sales team should be consultants. Not “order takers”
 - You shouldn’t need to pay people to take orders over the phone. Free up your sales team to build consultative relationships with buyers. Those relationships build trust and increase conversions.
- Allow buyers to educate themselves on your products
 - 65% of B2B buyers want to do their own product research. Make it fast and easy for your buyers to find your products online, do their own research and come to buying decisions with less of your resources.
- Serve smaller buyers without expending extra resources
 - A common challenge B2B sellers face is time consuming, but small order buyers. These are the buyers which may require a lot of your sales team’s time, but when the order comes in the sale doesn’t justify all the time spent. Give these customers tools to serve themselves and keep your sales experts dedicated to the large accounts.
- Record buyer behaviors and analytics
 - When buying activity takes place online, you (by default) gain many metrics and analytics about buyers and their buying decision process. Tools like Google Analytics, Klaviyo, CrazyEgg and Acumatica can be used to trace the buying journey, leading to better/strong marketing decisions in the future.

The roadmap to B2B eCommerce Success

The 2 Sides of your Customer's Experience

FRONT OFFICE

Customer's Engagement and Buying Experience

Using Shopify, merchants can create an optimal buying experience for their customers.

They can extend that experience through many Shopify Apps, integrations, customizations, and theming.



AcuPOS

BACK OFFICE

Merchant's Business Management Experience

Using Acumatica, merchants can create efficient workflows for every area of the business.

Acumatica accounts for all transactions, inventory, warehouses, customers, orders, fulfillment, and much more.



Today, Selling is Omnichannel

Buyers are now engaging with and receiving products from sellers in a variety of ways.

Sellers must be ready to serve buyers on the buyer's terms.

To be successful, the seller must have one central source of truth for their entire business.

**Modern retailers require a
Commerce Enabled ERP**



Retail-Commerce Edition

A Commerce Enabled ERP

Acumatica is a modern ERP built to support modern retail business.

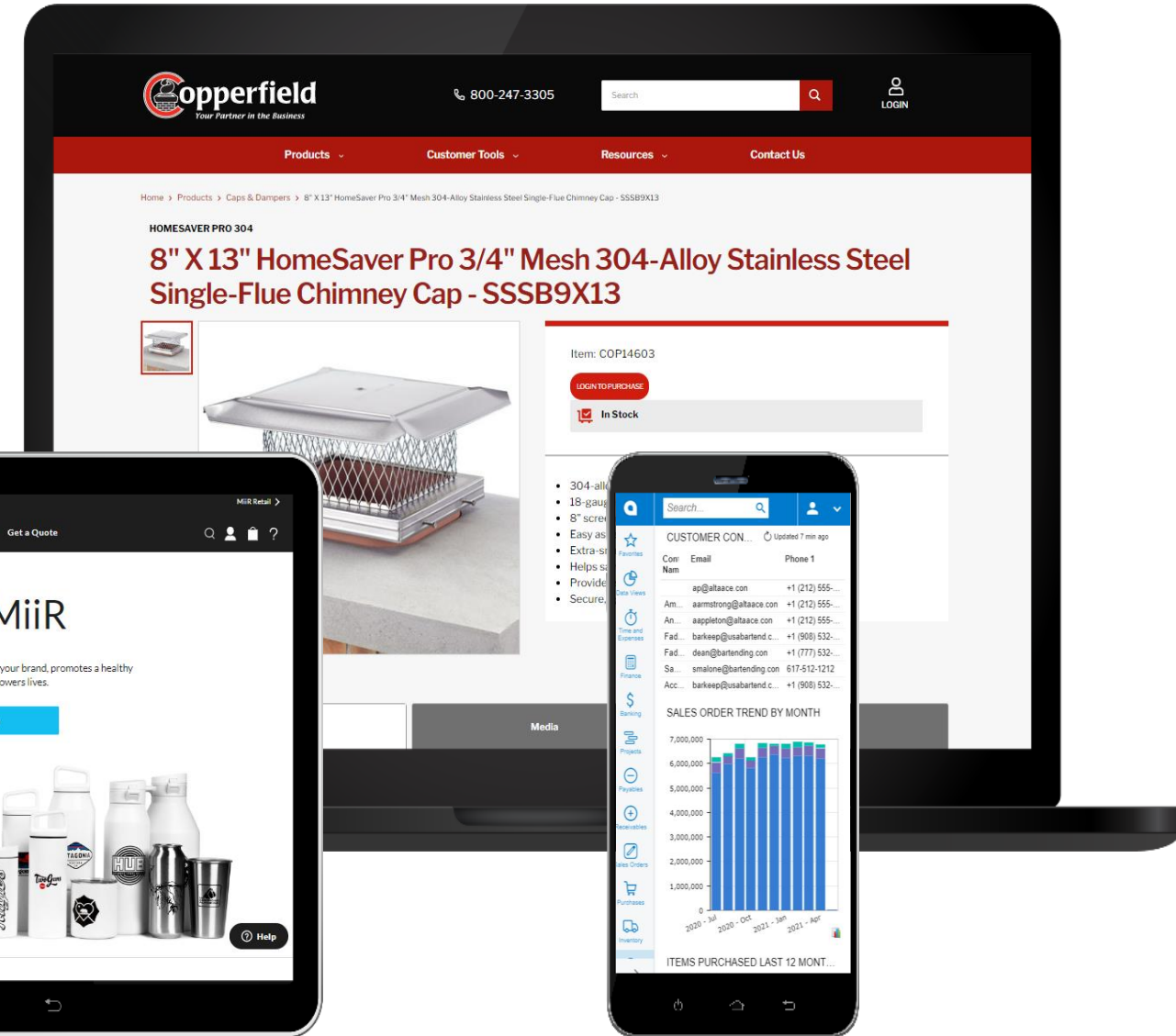
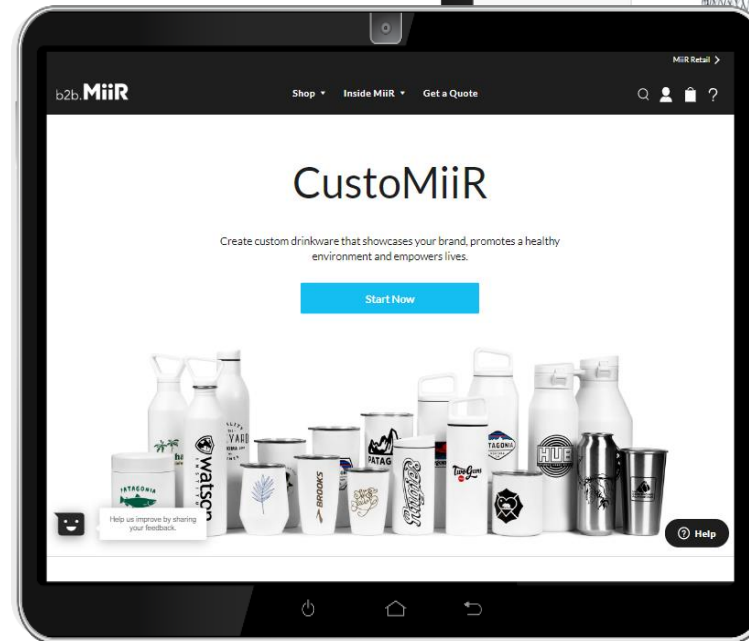
The ERP is the source of truth for the business data – Products, Customers, Orders, Fulfillment, Accounting, etc. It's the foundation.

Retailers sync Acumatica with their sales channels – POS, eCommerce, Marketplaces, EDI – and automate as much of the back office, as possible.

The systems remain unified.



Native Integrations



Retail-Commerce Solutions from our Partner Community

eCommerce Platforms

- Magento
- Phase Two
- Unilog
- VTEX
- WooCommerce
- BigCommerce
- Shopify

Marketplace Aggregators

- Channel Advisor
- Feedonomics
- CommerceHub

Marketplace Integrations

- Amazon
- Walmart.com
- eBay

EDI Platforms

- B2B Gateway
- SPS Commerce
- TrueCommerce
- EDISoft
- DiCentral

iPaaS Integrator Platforms

- Celigo & Integrator.io
- Pipe17

POS

- AcuPOS
- IRetail
- Centara
- Fusion
- Shopify POS

Payment Solutions

- Auth.net
- Apple Pay
- Braintree
- PayPal
- Shopify Payments

Tax Solutions

- Avalara
- Vertex
- TaxJar

Shipping Solutions

- ShipEngine
- ShipStation
- StarShip
- Pacejet
- ShipHawk

MISC

- Kensium Commerce Pro Bundle
- Printshop

[More at www.acumatica.com/marketplace](http://www.acumatica.com/marketplace)

Time to explore integrated eCommerce



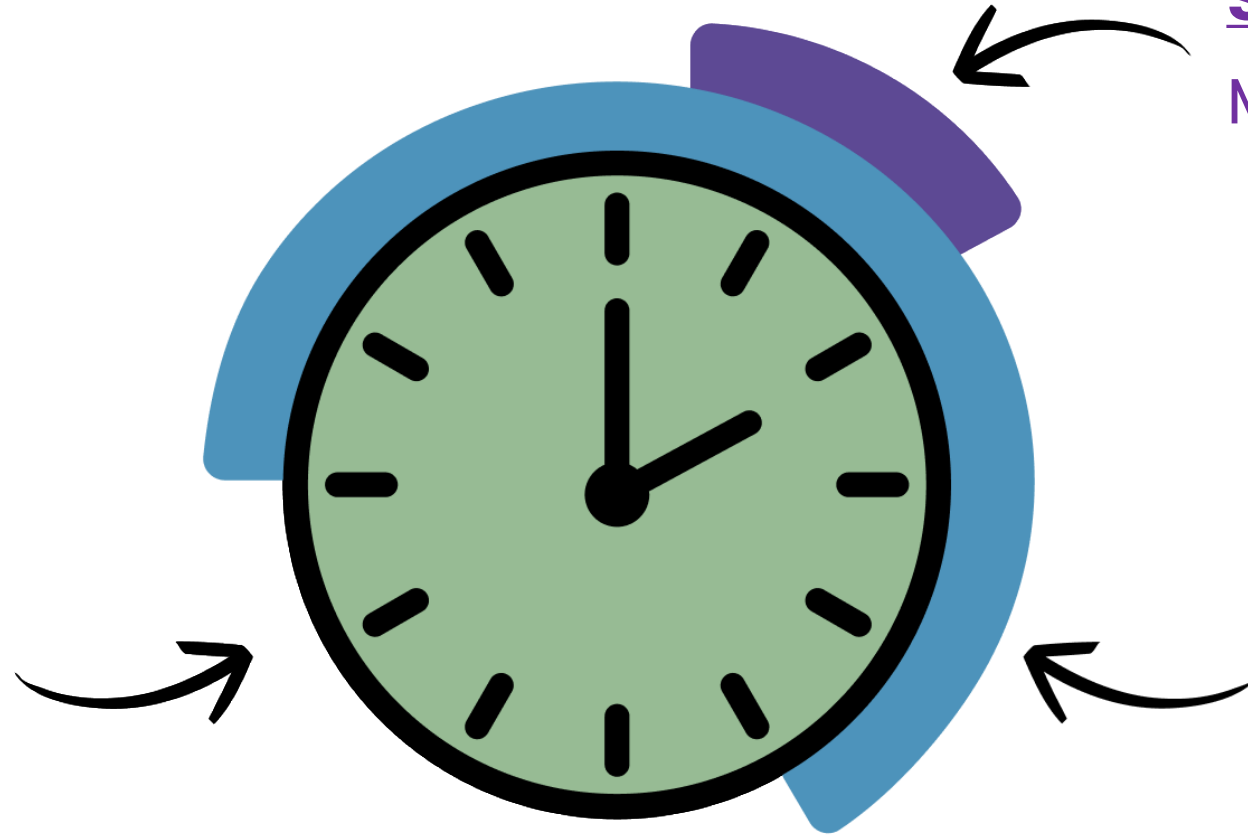
Greg Dow
Senior Consultant,
Evron





A Day In The Life

Real-Time
Order Data



Scheduled
Master Data

Business Day

Manual
Any Data, Any Time

Thank You!

Evron Acumatica Team

If you have any questions, we encourage you to connect with your Account Manager or email us at: news@evron.com



@EvronComputers