IBM

Business-to-Business (B2B) e-Commerce Solutions

Overview

- **Automate operations to reduce customer service costs, eliminate order errors and accelerate quote-to-cash cycle**

- **Manage product and price entitlements, contractual terms and business policies easily with trading partners**

- **Enable and manage branded sites for multiple trading partners on a single platform**

- **Empower marketing and merchandising users to manage sites and campaigns without IT involvement**

- **Increase account penetration with online cross / up-sell offers**

E-commerce is an integral part of the way companies do business today. More than simply taking orders online, companies are leveraging the Web channel to market and sell online. From small and mid-size businesses to large enterprises, a successful B2B e-commerce strategy can reduce operational costs, increase sales and strengthen relationships with trading partners. Whether you sell directly to other businesses, through distributors/resellers, or you are in the middle of a demand chain, IBM WebSphere® Commerce will enable you to drive revenue more efficiently through your B2B online channel.

Building a successful B2B e-commerce strategy

To have a successful B2B e-commerce strategy, you need to automate the quote-to-cash process and provide buyers with more than just an online shopping cart, but relevant information from order status and inventory availability to customized marketing campaigns and promotions. This makes your B2B e-commerce strategy multifaceted moving beyond simple online order taking to personalized selling to multiple tiers of customers and strategic partners.

B2B e-commerce has evolved dramatically from basic online transactions to center the online experience around the buyer. This buyer-centric transformation is driven by today's best practices in Business-to-Consumer (B2C) e-commerce. This B2C-B2B convergence is driven by both B2B sellers and B2B buyers. Sellers want to provide a retail-like online experience that offers product recommendations, and tailored promotions. And now, B2B buyers expect the same rich, personalized experience that B2C Web sites offer.

Businesses that sell to other businesses also need to improve the efficiency of their online operations, marketing and customer service. Many companies still face challenges such as processing orders manually, which leads to high customer service costs and increased order processing time. Effective B2B online marketing is also critical to reach your buyers with timely, personalized offers and pricing. And finally, enhancing online service levels for buyers— with B2C e-commerce best practices can help your firm become easy to do business with and differentiated from the competition.

B2B 2.0 e-commerce solution

IBM WebSphere Commerce is the industry's leading customer interaction platform that provides next generation B2B e-commerce (B2B 2.0) capabilities that can help you redefine your strategy by:

- Streamlining and automating business processes to increase operational management efficiencies

- Optimizing sales and marketing effectiveness with buyer-centric marketing

- Strengthening relationships and customer satisfaction with a rich customer experience

Operational Management – lowering costs with quote-to-cash automation

B2B e-commerce helps companies increase operational management efficiencies by replacing manual order processes, such as phone, fax and e-mail, with online, customer self-service tools. With online ordering processes and self-service tools, cost-to-serve is reduced significantly. Furthermore, automated operations can improve order processing times and reduce order errors, improving customer satisfaction levels.

Online self service tools such as contract-specific price, order status, and inventory availability can help reduce call center volumes and drive more buyers online.

Buyer-centric Marketing – increasing top-line revenue by selling more

Buyer-centric B2B marketing can help you deliver targeted online offers and promotions tailored to customer segments. From targeted cross/

Next-generation B2B E-Commerce

Operational Management

B2B 2.0

Buyer-centric Marketing

Rich Customer Experience
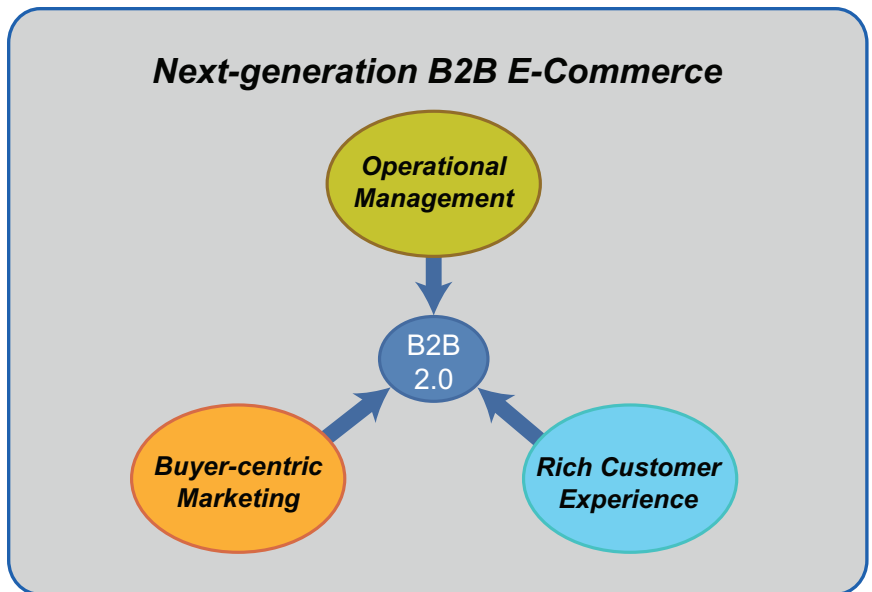
up sell offers to quantity-based promotions, buyer-centric marketing means increased conversion rates. IBM WebSphere Commerce provides easy to use tools that enable marketing and merchandising managers to easily create and manage promotions, campaigns across multiple partner sites or storefronts.

Rich Customer Experience – building loyalty and satisfaction

Delivering a rich experience is fundamentally about becoming easier to do business with, from providing online access to catalog, pricing, and order information to offering online communities to support customers post-purchase. The solution is to adopt some of the proven technologies and concepts from the B2C world like Rich Internet Applications (RIA) and Web 2.0 technologies.

Maintaining strong business relationships with your customers depends on delivering high levels of satisfaction to retain their loyalty. Increasingly, customers expect companies to fulfill their unique needs with a rich, online customer experience, whether it's B2C or B2B.

With a focus on the customer experience, IBM WebSphere Commerce can help you give your B2B e-commerce clients a rich customer experience and help differentiate from the competition.

B2B e-commerce solution

IBM WebSphere Commerce offers capabilities to support transforming your online business into a next generation B2B e-commerce experience. By focusing on operational management, buyer-centric marketing, and delivering a rich, online customer experience, your B2B e-Commerce strategy can help you reduce operational costs, increase sales and deliver a differentiated online experience for your customers.

For more information

To learn more about IBM WebSphere Commerce software, contact your local IBM sales representative or visit: **ibm.com**/software/websphere/commerce

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