

Spryker B2B Suite



B2B expectations



Data & System Security



ERP, CRM, PIM Integration



Large amount of Data



Gartner & Forrester

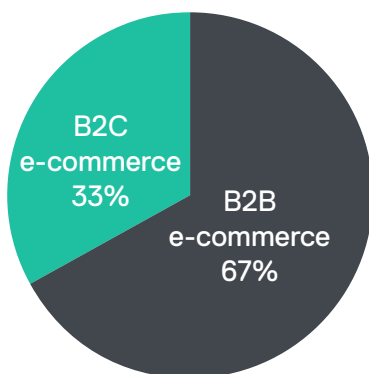


Complex Business processes



ROI & TCO optimization

B2B Market Trends



Market volume in Bln. \$ in 2020

90% of all B2B buyers want a B2C-like shopping experience

70% of B2B buyers use digital channels

80% want digital self-service tools

Customers are more likely to look for new retailers if they find the purchasing process more convenient.

Customer Convenience is Key

- Retailers should focus on how, when and where their customers are purchasing and optimize for convenience.
- A rich and complete product catalog, easy accessibility and content heavy webshop are a must-have.

Simplified Ordering Processes

- Create clean, customizable and easy-to-access product pages using B2C-like navigation as they are easily recognizable from other shopping experiences.
- Intuitive cart, shopping list and quick-order functionalities create a more seamless ordering process, which results in higher customer satisfaction, loyalty and ordering values.

Digitalize the Sales Organization

- Individual prices and product restrictions can easily be represented in a webshop to reflect customized price negotiations with different customers.
- Complex product and price information are available in one click for customers and sales representatives.
- Easy integrations of 3rd party software, like ERP, PIM, and CRM, are available to collect all relevant information in one spot.

B2B Suite

– B2B Specific Features



Product Management

Features: Configurable Bundles, Barcode Generator, Product Restrictions for B2B Customers



Packaging & Measurement Units

Features: Packaging Units, Measurement Units



Price

Features: Customer Specific Prices



Shopping List

Features: Create Shopping Lists, Permission Management for Shopping Lists, Shared Shopping List, Multiple Shopping Lists, Printing Shopping Lists



Cart

Features: B2B Cart Functionalities, Cart Roles & Permissions, Shared Cart, Multiple Carts Per User, Quick Order



Company Account

Features: Company Account Overview, Business Units, Business on Behalf, Company User Roles, Company User Permissions, Agent Assist, Content Restrictions, Registration of New Company



Workflow & Process Management

Features: Approval Process, Quotation & Offer Management, Punchout, Session Management



Order Management

Features: Custom Order Reference



Demo Shop

Features: B2B Demo Shop



Middleware