

B2B Webshop

Accelerate your digital strategy and increase sales with the B2B eCommerce solution which provides the ease and familiarity of a B2C solution with the advanced functionality required for B2B trading.

MEET THE NEEDS OF TODAY'S B2B BUYERS WITH THE TRUECOMMERCE B2B ECOMMERCE PLATFORM

The popularity of online shopping and the expectations of today's consumers has never been greater and B2B buyers are no different. With an accelerating shift towards online retail, there are great opportunities for businesses to increase both sales and efficiencies through specialised B2B platforms that allow business to meet the unique requirements of B2B eCommerce.

Recognising the complexities and specialities of B2B eCommerce, the TrueCommerce solution has been designed and developed from the ground up to be a thoroughbred B2B eCommerce platform with an extensive set of features that allow businesses to truly maximise their B2B sales as well as give greater visibility and control to other departments such as finance, sales and telemarketing.

With over 15 years' experience developing and implementing B2B eCommerce solutions for businesses from a range of sectors, the TrueCommerce solution has become recognised as the leading solution for B2B eCommerce. Engineered for rapid deployment - don't develop - just configure.

KEY BENEFITS OF B2B ECOMMERCE



Increase sales and order value

Instantly facilitate online orders from your customers and maximise sales with a functionally rich and highly scalable B2B eCommerce software solution.

Advanced Promotions

Promotions are a key driver for increasing sales and attracting new customers to your online store. Our advanced promotion capabilities are intuitive and easy to use and can be intelligently targeted at specific customers or groups.

Intelligent pricing

Present the right prices, to the right customers, at the right time. With support for multiple price lists for a single account and the ability to apply different prices to the same item depending on the user or shipping location.

Make ordering easy

Quick order entry allows customers to key in, copy and paste or upload a CSV list of products to quickly add products and checkout, whilst also checking stock levels and pricing.

Find products fast

With comprehensive product attributes and a fully faceted search, your customers can quickly filter down to the relevant items within large product ranges and easily compare by the smallest technical specifications.



Increase efficiencies and reduce costs

Automate the flow of data between back office and front end systems and reduce administration with B2B eCommerce.

Empower your sales team

A comprehensive sales order processing screen can be used on premise and out in the field by your sales team, providing instant access to your product data, availability and specific pricing to improve the efficiency of order taking and subsequent service levels.

Make procurement easy

Punchout, a specialist B2B feature, seamlessly links your B2B offering to third party procurement systems allowing buyers to browse and add products on your website and complete the purchase via their procurement system such as Oracle, SAP and Ariba.

Accelerate your business

Instantly add advanced selling techniques that integrate with your business systems and sales team and empowers your company to build on existing technology and accelerate your business into the digital age.

Empower your customers

Deep integration into your internal systems allows your customers to self service areas such as managing account finances, returns, back orders, paying off invoices and document management.



Evolve Business Processes

Implementing a B2B eCommerce solution opens up many new opportunities for improving business processes where limitations with existing back office systems may be preventing you from using more advanced selling techniques and making the best use of your sales team.

Scale your business quickly with Dropship

The TrueCommerce platform makes handling a large dropship catalogue alongside internal products simple by allowing suppliers to upload and maintain their own product data whilst actively monitoring through a review and approval process.

The TrueCommerce B2B webshop also monitors internal and external stock to clearly identify to the buyer whether their requisition can be fulfilled internally or if a purchase order will be generated to the necessary supplier.

Maximise offline sales

The TrueCommerce platform has the ability to supplement or replace the sales order processing capabilities of your ERP solution by giving offline customers access to your online promotions, whilst providing your sales staff interactive access to your online product data, availability and specific pricing.

There is also the ability to provide external contracted sales staff or brand representatives to access and sell products belonging to specific brands to restricted lists of customer accounts.





The Essential B2B Webshop Checklist

Increase Sales

INCREASE AVERAGE ORDER VALUES WITH QUANTITY BASED PRICING

With the correct B2B functionality you can expect higher Average Order Values (AOV). Encouraging customers to purchase larger quantities less frequently increases your profitability, whilst delivering better value to your customers.

EMPOWER YOUR SALES TEAM WITH A COMPREHENSIVE SALES ORDER PROCESSING SCREEN

Your online product data and promotions can often be more advanced than what is available to your staff within your internal sales order processing system. This feature can be used to improve your sales process, allowing tele-sales and remote staff to process sales and decrease your cost of sale.

INCREASE SALES AND ATTRACT NEW CUSTOMERS WITH AN ADVANCED PROMOTIONS ENGINE

Quickly and easily target specific customers or groups with intelligent personalised promotions. With automatic identification of products that are on promotion your customers can easily take advantage of your offers.

INCREASE MARGINS USING LOCATION AND CUSTOMER POWERED DYNAMIC PRICING

Larger clients often have staff purchasing from many different geographic locations but require all orders to be charged to a single account. The TrueCommerce B2B platform supports multiple price lists for a single account and can display and charge different prices for the same item depending on the user logging in or the location they want the items shipped to.

ENABLE YOUR LARGEST CUSTOMERS WITH PUNCHOUT INTEGRATION

Comply with your larger corporate clients' requirements with punchout, a specialist B2B feature which reduces administrative costs for both parties. Punchout seamlessly links your B2B offering to third party procurement systems allowing buyers to browse and add products on your website and complete the purchase via their procurement system. Save your customers 10% on doing business with you, without reducing your prices..

Remove the Barriers of Doing Business

ATTRACT ENTERPRISE CUSTOMERS WITH COMPREHENSIVE APPROVAL WORKFLOWS

Remove the need for offline authorisation processes with a comprehensive set of procurement and purchase controls which enables your customers to have an efficient purchase approval process. With spend limits that can be set across buyers, departments and locations and the ability to setup multiple levels of sign off approval, your customers can seamlessly manage budgets and the authority to buy a product.

GIVE GREATER FINANCIAL CONTROL AND VISIBILITY TO LARGE CUSTOMERS

When dealing with blue chip companies or multi-national corporations, a structured account hierarchy which can be managed online can be a compelling cost saving feature. Empower your larger customers to allocate purchases to specific departments, regional offices, cost centres or ship to addresses with the advantage of being able to set and seamlessly control budgets as well as report on expenditure.

FACILITATE MORE ORDERS WITH QUOTATION FUNCTIONALITY

If your customers frequently request quotations having the ability for them to do this online provides an improved customer experience whilst saving you time, money and freeing up your sales team for more valuable tasks. With full control over which customers can request a quote, as well as setting parameters based on quantity or value, allow customers to manage and submit quotes with a simple one click conversion to sales order.

SCALE YOUR BUSINESS WITH MULTI-LINGUAL CAPABILITIES

Expand your reach in a cost efficient manner, secure greater sales volumes and gain a competitive advantage by making your product information available in multiple languages. Demonstrate that your business is capable of working and dealing in international markets.

Increase Customer Loyalty

INCREASE CUSTOMER LOYALTY WITH CUSTOMER CENTRIC DYNAMIC BRANDING

A specifically branded site for a key customer or group of customers can quickly increase customer loyalty and spend. With the white label multi-site feature quickly create new sites, brand and style them differently and enable/disable features and functionality to best fit their requirements. All of this can be done in minutes.

ESTABLISH CLOSER TRADING RELATIONS WITH YOUR MOST VALUED CUSTOMERS BY IMPLEMENTING SINGLE SIGN ON

Oauth2, a single sign on technology used by leading technology companies such as Microsoft and Google, is built into the TrueCommerce solution. By implementing Oauth2 into your public facing websites ensure customer data is centrally maintained in one place, avoiding unnecessary multiple logins for the same customer.



MAKE YOUR WEBSHOP BESPOKE TO EACH VISITOR WITH CUSTOMER SPECIFIC PRICING AND CATALOGUES

Provide your customers with products and pricing that is relevant to them, so they always get the best online experience. Specific customers can have entire product ranges and the associated pricing catered towards them, speeding up the buying process and resulting in increased sales and loyalty.



Top 10 Things to Consider When Evaluating B2B Webshop Software Solutions

A B2B webshop solution enables you to accelerate your digital strategy and do more business online but what do you need to look for when choosing a solution?

The demand for B2B webshop is growing at a rapid rate, as are B2B webshop buyers' expectations. With skyrocketing market value it is no surprise that the number of players in the market is also increasing. So how do you know what to look for when selecting a B2B ecommerce software solution and comparing providers?

We've put together this 10 point B2B webshop Checklist to help you...

1 Can your B2B webshop platform increase your average order values?

Growing sales is important, but where businesses can really add value to their bottom line is by fulfilling increased demand more profitably. By processing more orders less frequently your teams can sell the same amount with less time incurred per order, which increases your returns on hours spent.

The TrueCommerce platform provides you with an intuitive B2B toolset that allows you to influence and encourage the types of purchasing behaviour that best suits your business. Quantity based pricing allows you to increase Average Order Values (AOV), encouraging customers to purchase bigger quantities less often, increasing your profitability whilst delivering better value to your customers.

2 Can your B2B webshop solution help you reach new markets?

The world is a smaller place in the ecommerce era. Customers expect to be able to purchase whatever from wherever and it's within this environment that businesses need to be able to tailor individual visitor experiences to global audiences. Research findings into online language shows that '42% said they would never purchase products and services in other languages.'

Your B2B webshop solution should bring barriers to doing business down and your opportunity for expansion up, which is why our B2B webshop platform is built as a global solution with its core functionality catering for regional differences. The solution automatically presents products in the right language with the appropriate regional tax corrections, which provides customers with the familiarity required to make purchasing decisions with confidence.

3 Will your B2B webshop solution help you sell more to your client base?

It can cost 5x more to attract a new customer than it does to retain an existing one and research done by Fellow and founder of Bain & Company's Loyalty practice, Frederick Reichheld, highlights how increasing customer retention rates by 5% can increase profits by 25%, but here at TrueCommerce we still speak to companies that are not maximising their sales into their client base.

TrueCommerce helps you quickly increase average order value and customer satisfaction by providing visibility of relevant products throughout the buying cycle. Cross selling can increase your sales whilst better informing your customers about products that you have available. Up selling options are also a positive way of account managing your customers whilst they are online, informing them of more efficient product options and even alternative products that will save them money.

4 How much time will you have to invest into your B2B webshop solution?

Whether you are launching an online store for the first time or changing platforms, speed of deployment is critical. Ultimately the longer the deployment takes, the longer it takes for you to start seeing value from your investment. Our B2B webshop platform offers the fastest time to value in the market. Online stores can be up and running without hours of development. Instead you select the features you require and we configure it.

Successful B2B webshop solutions go beyond enabling sales growth and help reduce admin across the business. Our platform has self-service capabilities whereby customers can access and conduct all their post sales activities through their account online.

5 Can your B2B webshop software solution offer online promotions to your customers?

Online promotions are a key component of successful ecommerce strategies. They're used to inform or persuade target audiences of the relative merits of a product, service or brand and with the corporate landscape becoming increasingly more competitive, it's pivotal to optimise your online strategy.

The TrueCommerce B2B platform has one of the most sophisticated promotion engines available, with the ability to run promotions against pricing, choice of reward items, must buy items and free POS material to name a few. With an endless combination of promotional options, the solution provides you with extensive reporting with detailed insight into which types of offer are most relevant and attractive to your customer base.

6 What ERP integration options are available?

The TrueCommerce B2B webshop solution seamlessly integrates with almost all back office or ERP systems.

With integration that facilitates the transfer of data between your storefront and ERP system, remove the need for retyping and reduce the time and resources required for administration.

In addition to this, you can also integrate with your customers' procurement systems to win new business and improve customer retention. And, because customers can order online, your customer service team can focus on core customer service functions that add value, rather than simply taking orders.

7 Are existing customers willing to speak to prospective clients? Are case studies available?

Case studies substantiate the service businesses provide and offer real life justification of the solution on offer. With clients ranging from startups to large global companies, the TrueCommerce B2B platform is a popular choice because of its extensive functionality, speed of deployment and scalability.

You can hear from wholesalers such as Matthew Clark and Distribution specialists such as Bunzl, Madison and Commercial Group, why they chose TrueCommerce as their B2B ecommerce provider.

The TrueCommerce Netalogue platform has helped us vastly improve the customer experience we provide and consequently our eCommerce customers are spending more per order, shopping more often, buying more brands and are ultimately more loyal

Richard Hayhoe,
Marketing Director at Matthew Clark

8 Will your solution deliver peace of mind with advanced spending controls?

Large companies often have complex and rigid purchasing processes in place, which your B2B platform need to accommodate.

Some customers may want to order products that require extra controls to track and limit over ordering in a specific timeframe, whilst other customers may need to set spending limits or allocate orders to employees, departments and locations. Both scenarios and more, can be fully configured within our platform along with purchase approval processes and effective reporting of the respective cost centres.

Providing structures and workflows that mirror your customer's hierarchy and processes adds value to a B2B ecommerce solution by making the ordering process more streamlined and controlled.

9 Will you be able to levy different pricing strategies per customer?

Pricing is one of the most important and complex elements of any B2B eCommerce strategy, so it's important to choose a provider who can cater for the multitude of different pricing strategies in today's market.

Having all orders charged to a single account, variable pricing for different regions and bespoke pricing for special or configurable products are all examples of B2B pricing functionality provided by the TrueCommerce platform. In addition, when used as a physical product catalogue by your customers and the end user, sensitive pricing can be hidden to allow the catalogue to be displayed whilst maintaining confidentiality.

10 How scalable is the B2B webshop solution in terms of usage/volume/functionality?

Your B2B webshop solution should add value to your business, drive improvements and grow your sales, but you shouldn't outgrow it.

The TrueCommerce B2B platform is a fully scalable solution designed to meet both your current and future needs as you continue to grow and expand your eCommerce operations.

By choosing our B2B webshop solution you are investing in the very latest B2B functionality. With quarterly platform updates bringing the very latest developments from the fast-moving world of eCommerce, you will benefit from a B2B webshop platform that continues to lead your digital strategy.

Hopefully this checklist has given you a good insight into what to look for when evaluating B2B webshop solutions. For further assistance please do not hesitate to contact us.

Automate Orders



Digitise all your incoming orders with B2B eCommerce by automating the flow of data back to your business systems. With integration to all major ERPs, we can accelerate your processes.

Speedy Implementation



Built for rapid deployment and flexibility, the fully configurable TrueCommerce platform enables lightning quick deployment as well as low maintenance costs.

Unrivalled Scalability



As your business grows, leverage the wider TrueCommerce suite of applications, which do everything from helping to manage your products and marketplaces, to integrating EDI with your ERP

ABOUT TRUECOMMERCE

TrueCommerce is the most complete way to integrate your business across the supply chain, integrating everything from EDI to inventory management, fulfillment, and digital storefronts, to your business system and whatever comes next. That's why thousands of companies across various industries rely on us.

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