



**B2B**

**eCommerce**

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.

**TrueCommerce™**

Do business in every direction

## 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 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.

<p><b>Advanced Promotions</b></p> <p>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.</p>	<p><b>Intelligent pricing</b></p> <p>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.</p>
<p><b>Make ordering easy</b></p> <p>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.</p>	<p><b>Find products fast</b></p> <p>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.</p>



#### Increase efficiencies and reduce costs

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

<p><b>Empower your sales team</b></p> <p>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.</p>	<p><b>Make procurement easy</b></p> <p>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.</p> <p><a href="#">Find out more</a></p>
<p><b>Accelerate your business</b></p> <p>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.</p>	<p><b>Empower your customers</b></p> <p>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.</p>



## 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 Netalogue system 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.



### 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

To find out more about our B2B eCommerce services call us on 0345 643 6600 or request a call back [here](#)