

B2B eCommerce with TrueCommerce Nexternal

A Branded B2B Shopping Experience Second to None

Manage all of your B2B orders—whether placed through your Nexternal B2B Portal, Amazon, or phone—in one cloud-based, automated solution that integrates with your business system.



BENEFITS

**More Connected. More Supported.
More Prepared for What's Next.**

- Flexible and familiar online store makes placing B2B orders as easy as B2C shopping—but with many business-centric features.
- Easily segment customer experiences with distinct products, pricing, discounts, payment methods and more
- Quickly capture credit card payments, print shipping labels and much more, to process orders faster than ever
- Amazon Seller Central integration automates the flow of order, product and inventory data in and out of Amazon, so you can scale your Amazon marketplace sales and boost customer satisfaction while reducing the chance of errors

We have entered the next phase of B2B eCommerce expansion, making a robust, modern and easy-to-use branded eCommerce platform essential for B2B selling. With the TrueCommerce Nexternal eCommerce platform you can get started quickly with the best B2B shopping experience available, while also streamlining your order management and fulfillment processes to scale up sales without additional resources.

Our B2B portal makes ordering fun, fast and convenient for your customers, with sales- and satisfaction-boosting B2B features like volume-based pricing, a "Buy It Again" view, express ordering and shipping integration built right in. Accurate inventory levels can be shared with your B2B customers, increasing their ordering confidence and eliminating inventory inquiries to your customer service team.

TrueCommerce Nexternal's order management system is as inclusive and robust as its customer-facing capabilities. From strong security and flexible batch processing to integrated CRM and a full suite of built-in customer support tools, TrueCommerce Nexternal not only provides high-value, but also allows you to leverage time-saving features that make your everyday tasks more efficient.

Why settle for anything less when you can quickly deliver a custom-branded and flexible B2B storefront that seamlessly extends your website, backed by knowledgeable and dedicated support staff? With TrueCommerce Nexternal eCommerce you can exceed customer expectations, boost sales and revenue, improve fulfillment efficiency and elevate marketing effectiveness. Now that's doing business in every direction.

TRUECOMMERCE NEXTERAL B2B ECOMMERCE FEATURES AND BENEFITS

Flexible and Familiar B2B Ordering

- Always on-screen shopping cart makes buying multiple items a breeze
- Dynamic in-cart messaging makes discount/upsell offers irresistible
- Multiple ship-to feature makes it simple to send items from one order to multiple recipients
- Present a "Buy Again" view based on customer history
- Show past orders for effortless self-service reorders
- Provide express ordering of items by attributes and/or quantity
- Full mobile optimization even tracks order/cart data across devices
- Only preapproved and authenticated B2B customers can access your B2B/dealer site

A Unified Solution for All Your B2B Channels

- Capture online B2B, phone and Amazon Seller Central orders in a single platform
- Automatically sync order data between your B2B eCommerce platform and your business system, including QuickBooks, Microsoft Dynamics, NetSuite, Acumatica, Sage and many more
- Leverage our API or XML toolset to integrate your eCommerce platform with legacy environments

Go Far Beyond B2B Online Orders

- Place or activate quotes using your B2B site
- Leverage your B2B site to allocate fast-moving products to your top customers
- Setup automatic recurring B2B orders for the ultimate in reordering convenience
- Take phone orders as easily as placing an online B2C order
- Customers can use "Purchasing Groups" to self-manage purchasing approvals

Robust Order Management to Grow and Manage Your Online B2B Channel

- Cloud-based solution lets you and your team work from anywhere
- Check your online daily sales, units sold, orders fulfilled, and visitor information anytime on your smartphone

- Robust access controls for strong security
- Process orders individually, or handle them in batches with a few quick clicks
- Flow orders seamlessly to your ERP/business system for fulfillment
- Customer service tools let you manage issues right in TrueCommerce Nexternal
- Powerful reporting supports thousands of query combinations to drive decisions and identify trends
- Rich customer relationship management (CRM) capabilities, including turnkey Salesforce integration, helps you record and coordinate sales activities



ABOUT TRUECOMMERCE

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

TrueCommerce.
Do business in every direction.

THE TRUECOMMERCE TEAM IS HERE TO HELP!

If you have any questions regarding TrueCommerce, or how our solutions apply to your business, our passionate, customer focused team is here for you.

Call us today at **888.430.4489**

www.truecommerce.com



TrueCommerce™ | Do business in every direction

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