

Meet Magento™ **INDIA IN**

Driving B2B ecommerce with Magento

Speaker : Sulagno Mukherjee

Product Evangelist



*“Forrester estimates that B2B eCommerce will reach **\$1.8 trillion** and account for **17%** of all B2B sales in the US by 2023.”*

FORRESTER®

*“In 2015, Google found that close to
half of B2B buyers are millennials””*





Switching customers to online ordering can
save a merchant's service team
1000s of hours every year.

SME-specific challenges to adopting B2B ecommerce

Higher cost
awareness and
ROI priority

Higher risk
awareness

Lack confidence
and trust in new
technologies

Lacks
understanding
of ecommerce
opportunity



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Magento Open Source



Listed on Magento Marketplace | 50+ customers

Process Buying vs Impulse buying

B2B businesses need some or all of these to hit their goals

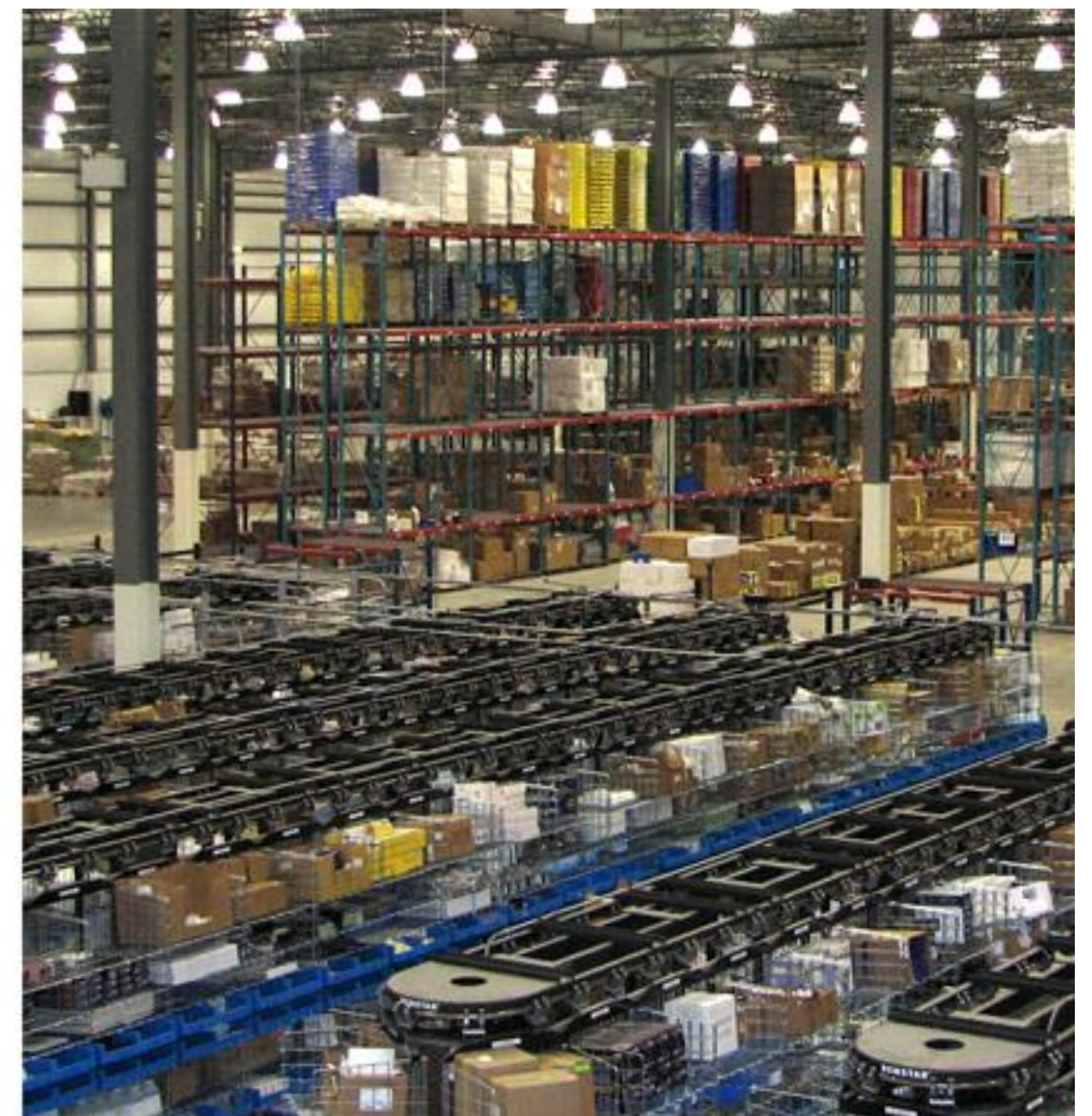
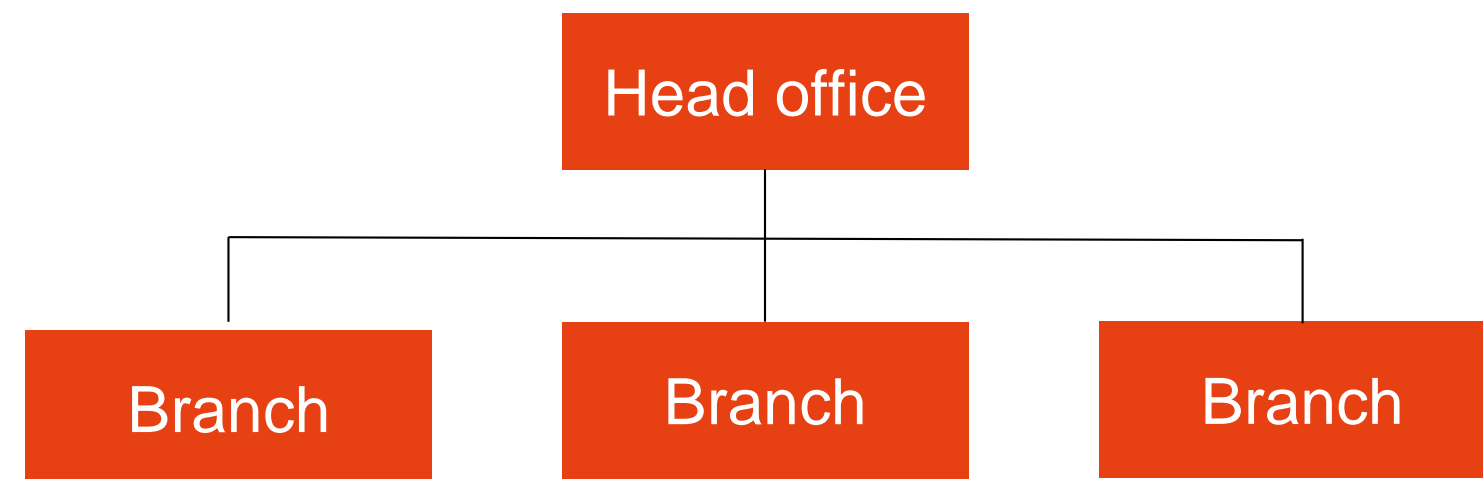
- Multi user company accounts and roles
- Customer Specific Catalog and Pricing
- Volume Purchase and Bulk Discounts
- Flexible Payment Options
- Purchase Approvals
- Negotiation via Quotes

Post Setup Adoption

- Internal and External Adoption - both are important.
- Inspire Reps to promote
- Drip email campaign
- Record 'How to' Videos; Create customer facing documentation
- Present your ecommerce at major trade shows
- Incentivize for joining online
- Accuracy of all data showcased

Case Studies

Multi-user Company Account



Customer-Specific Catalog

Certain textile products are specially manufactured for specific customers.



Customer-Specific Pricing

Priced differently for customer groups as well as specific companies based on volume.

Customer segregation :

Wholesalers

Colleges

Clubs

Corporates



Credit Limit and Quote

- Credit limits are maintained for certain companies and they are allowed to place orders on account.
- Customers create quotes to negotiate with the merchant. When quote is finalized and approved it is converted to an Order



Quick Order and Approval Cycle

Among the multiple users from a company, **one user has the right to approve the order**. Unless it is approved, the order status remains in on-hold status. Users take advantage of the 'quick order' interface from their dashboard to place orders in seconds by inputting the SKUs and Qty.



Thank You

Sulagno Mukherjee

Product Evangelist



 @appseconnect

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 @logzhere

 /in/sulagnomukherjee