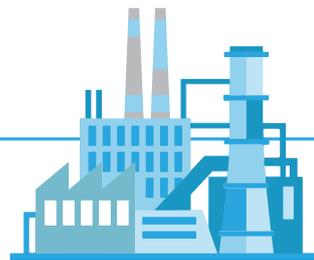
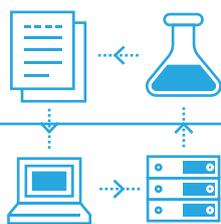
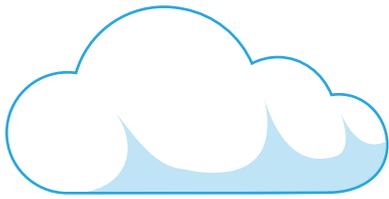


Your business competitive edge

NOW IS THE TIME TO ADVANCE YOUR CUSTOMER BUYING EXPERIENCE

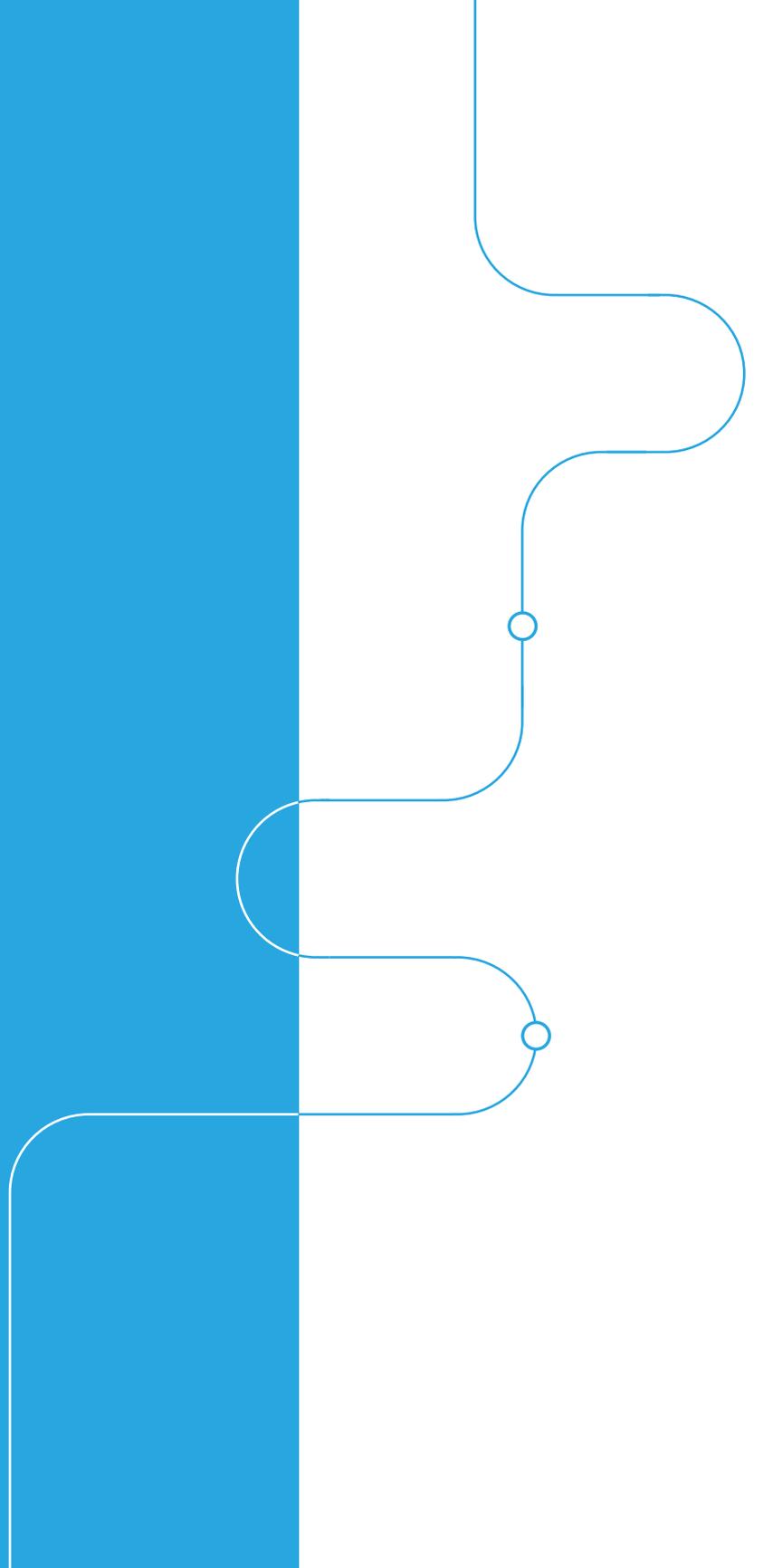


ENTERPRISE WIDE



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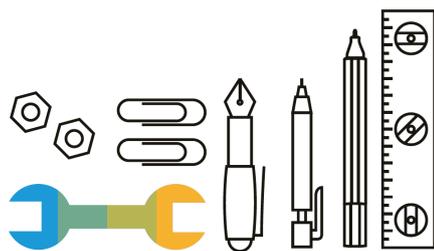
ARE YOU ADVANCING YOUR CUSTOMER BUYING EXPERIENCE?

As business customers demand more streamlined, efficient buying experiences, Business to Business (B2B) organisations know that a strong ecommerce solution, combined with the right data integration, is critical.

62%

B2B customers are requesting self-service

Source: Forrester



Omnichannel B2B customers spend more.

93%

B2B buyers prefer to buy online when they've decided what to buy.

Source: Forrester

Wholesalers and manufacturers need to implement cost-effective digital commerce strategies that reduce buying complexity and improve engagement.

Through self-serve capabilities, personalised product information and other digital enhancements, your organisation can advance your customer buying experience to keep pace with the marketplace.



HOW DO YOU DELIVER A SERVICE THAT EMBRACES YOUR CUSTOMER'S ENTIRE BUYING EXPERIENCE

Whether the experience happens online, in store, on the phone – or infact anywhere, customers who receive a consistent and exceptional experience are likely to remember it and your improved ability to serve becomes a key point of difference.

Technology research organisations such as Gartner and Forrester Research both highlight the importance of opening new channels of revenue while concurrently improving customer satisfaction, all while reducing the cost of sale.

When buying online the customers you want to engage and trade with have made it crystal clear in countless surveys what it is they expect.

The Forrester report “The Case for Omnichannel B2B” says that B2B customers now migrate freely between self-serve and full-service buying and across online and offline touchpoints.



67%



Customers are expecting omnichannel capabilities



In addition, B2B manufacturers bear the special burden of selling direct from their website and facilitating indirect sales via traditional channel partners.

Forrester notes, that many business websites fail to provide compelling content that engages visitors.

“A lot of business content simply fails to compel prospects and existing customers to take an interest in it”

In another report, “Empathetic Content: The Key to Engaging B2B Buyers”, Forrester said that “Creating content that addresses business challenges, builds empathy and encourages visitors to explore, helps convert business faster and create long-term relationships.”

According to hawkeye, 71% of B2B buyers in the awareness stage and 77% in the evaluation stage cited testimonials and case studies as the most influential types of content.

To engage your customers, you need to present information and content that resonates with them.

We see many manufacturers and wholesalers with online content that focuses narrowly on what they do but doesn’t provide compelling content to help them and also their customers.

For example, they present products but not the features, which may include important industry trends, customer stories, or relevant use cases.

Many wholesalers and manufacturers have told Enterprise Wide that their frustrated customers highlighted a lack of transparency and clarity in the ordering process. This included not offering an instantaneous, personalised, and friction-free service.

Their pain points:

“There is too much inaccurate data on too many company sites”

“The online site is unclear and the data confusing.”

“The buying process is disjointed and complex.”

“Don’t they want my business? Instead I see information that appears incomplete or inconsistent.”

PAIN POINTS UNDERMINING YOUR CUSTOMERS BUYING EXPERIENCE

Wholesaler and Manufacturer Issues

"I know I have to do something but I'm not sure how to do it."

"How can I leverage the capability to deliver what customers are asking us to do?"

"Our current solution doesn't provide an experience that includes integrated online ordering or dynamic product content or personalised information that can be displayed to the user."

"We need that hygiene factor where we can reduce the manual tasks that are responsible for our inferior customer service."

"Customers tell us so many products can be fundamentally the same and the differentiation is hard to discern so we need a better handle on what is driving the decision to buy."

Organisations that have been slow to innovate and move to a digital platform that addresses these customer frustrations are realising their current solution is not efficiently and transparently meeting their customer needs.

This painful realisation for wholesalers and manufacturers who are unprepared can often relate back to concerns about manual, error-prone processes, that result in their inability to effectively meet the needs or expectations of their customers.

It is often easy to blame this on pricing competitiveness. Yes, price is one part of the equation but it goes far beyond that. The lack of customer buying engagement can also be attributed to the personalisation and service the customer is not receiving.

As a result many organisations are seeing their level of customer engagement shrinking and their share of market declining.



CASE STUDY: GRAINGER

Identifying the business problems or pain points prior to investigating a technology solution is key.

Without clearly identifying and understanding your business problems and potential opportunities, organisations can easily land up with a technology tool and investment that is not fit for purpose.

W.W. Grainger, Inc. is a B2B distributor of products used to maintain, repair and operate facilities. Approximately 3 million businesses and institutions worldwide rely on Grainger for products such as safety gloves, ladders, motors and janitorial supplies, along with services like inventory management and technical support.

These customers represent a broad collection of industries including healthcare, manufacturing, government and hospitality.

Business Problem versus Technology Solution

Prior to implementing a new digital solution, the complexity in Grainger's business of servicing a large global customer base with an extensive product list presented a significant business problem.

Particularly in meeting the expectations of its smaller customers which represent a significant volume of their customer orders and transactions.

By focusing on this business problem, Grainger was able to clearly understand the key requirements for a technology solution.

Grainger focused on a single channel model that now serves its smaller customers with a simple, straightforward digital solution that leverages the company's back-end capabilities.

Grainger.com is now the largest industrial maintenance, repair and operations site in the U.S.

Over 60% of Graingers customers place their orders online, many using mobile devices.

Recent research published by Frost & Sullivan and Gartner, marked out some important milestones for the B2B online business landscape over the next few years.

○ BY 2020 Companies that are digitally trustworthy will generate 20% more online profit than those that are not.

25% of leading online sellers will have enabled first-generation "commerce that comes to you" capabilities.

B2B online market is expected to reach 27% of total manufacturing trade.

Smart personalisation engines recognising customer intent will enable digital businesses to increase their profits by up to 15%.

○ BY 2022 At least 5% of digital commerce orders will be predicted and initiated by AI.



The Ideal B2B Technology Landscape for Manufacturers and Wholesalers:

- Self-service is the name of the game.

In response to buyers' expectations for more convenient shopping and buying experiences, manufacturers and wholesalers must enable self service capabilities.



- Digital enhances the relationship between business buyers and sales teams.

A digital platform that effectively captures and brings together all your customers interactions empowers your sales teams and gives them a better connection to your customers.



- The right digital commerce platforms create new opportunities.

The ability to leverage customer data to inform interactions and create a consistent customer experience across all channels will drive increased loyalty and sales.



SATISFYING CUSTOMER EXPECTATIONS

Improved business processes combined with a focus on a technology solution that will best satisfy your customers buying experience will need to combine the best of web, commerce and content management functionalities.

This will deliver the optimum relevant, contextual and consistent experience to customers across every channel – online, in-store, warehouse, call centre – wherever your customer chooses. Achieving this will require a commerce technology platform that:

- Incorporates all types of channels including mobile, tablet, POS and complex B2B functions for continuous customer engagement.
- Provides a responsive framework with advanced personalisation and best practice user experience.
- Integrates with your legacy systems to provide accurate and responsive transactions and information.
- Delivers relevant, consistent products, services, experiences, pricing and offers across all customer touch points.
- Provides a real-time system of reference that enables a single view of product, pricing and promotions, inventory and orders.
- Leverages technology systems and expertise to effectively and efficiently deliver a low risk rapid deployment solution.

ENTERPRISE WIDE CAPABILITY AND EXPERIENCE

Enterprise Wide understands the critical elements demanded by today's B2B buyer.

Our differentiator is supporting and guiding organisations across their front and back end processes bringing years of expertise to help you advance your customer's buying experience.

Our aim: To realise our client's goals and ambitions



ENTERPRISE WIDE

Enterprise Wide is a proven, best in class delivery organisation and we are poised to assist you in achieving your objectives.

We leverage the world's leading omni-channel commerce and customer engagement solution, powered by **SAP** to provide a proven solution that delivers rapid time to value.

We understand different organisations are at different degrees of maturity.

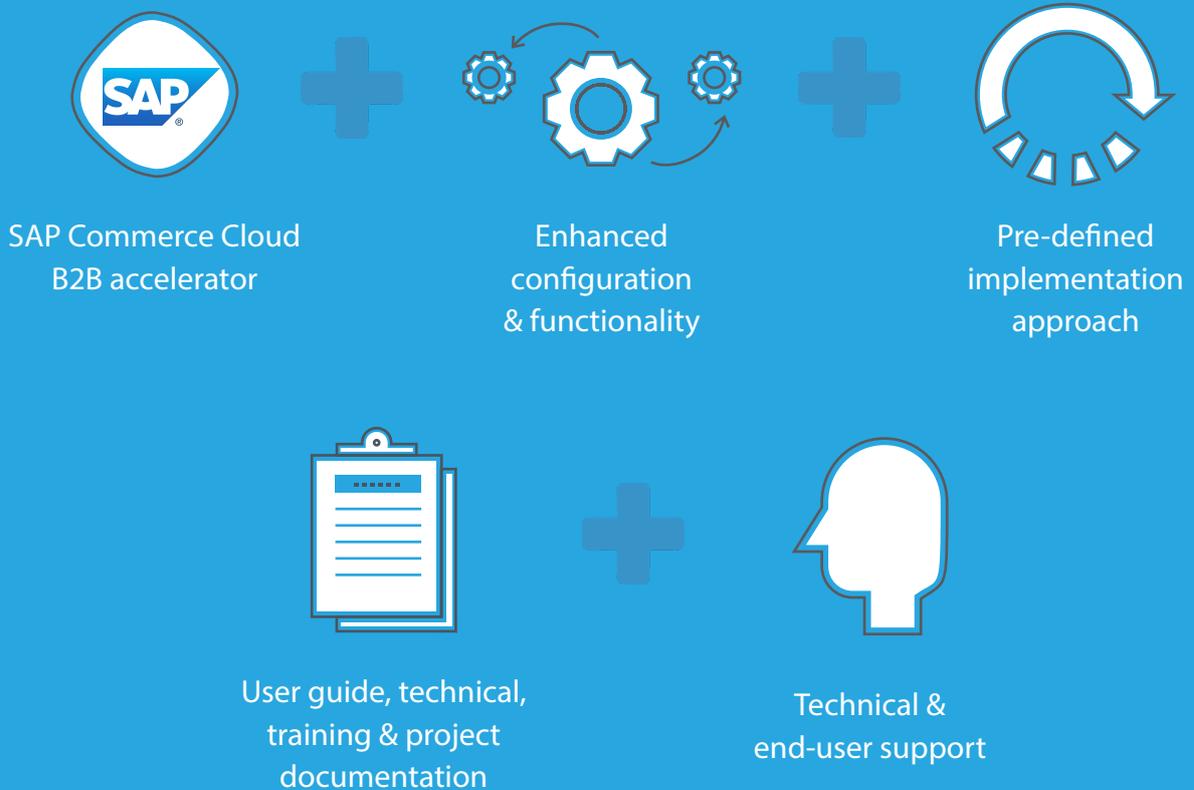
Our approach is to deliver a solution that is fit for their purpose and make it as frictionless as possible.

We strive to work smarter, faster, and more collaboratively than anyone in the industry.

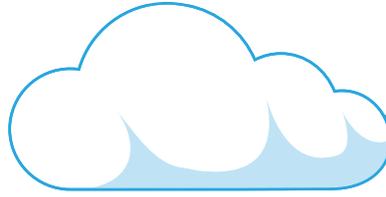
WE CALL IT: B2B ADVANCE

B2B Advance is a pre-configured solution combined with an accelerated deployment framework, specifically designed to advance your customers buying experience with reduced risks and cost.

The B2B Advance solution includes:



Enterprise Wide provides the right mix of offerings and solutions that delivers results across the entire commerce experience with a commitment to a long-term partnership.



SAP COMMERCE CLOUD – INDUSTRY LEADER

Gartner's Magic Quadrant report for Digital Commerce has SAP Commerce Cloud at the top of the Leaders and Visionaries quadrant.

"SAP is a Leader, based on its ability to support both B2B and B2C business models and global, scalable commerce implementations; its presence in multiple vertical industries; and its ecosystem and adjacent technology areas."



TAKE THE NEXT STEP

Join our clients which includes leading **retailers, manufacturers and wholesalers** in delivering an excellent customer experience.

NOW IS THE TIME TO ADVANCE YOUR
CUSTOMER'S BUYING EXPERIENCE

Contact Us Today



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