

A.C.A
IT-Solutions

Not just a company, not just a slogan

Agile Craftmanship Applied **A Class Apart** Above Customer Expectations Awesome
er Expectations A Class Apart **Above Customer Expectations** Awesome Coder
er Expectations **Awesome Coder Alliance** Agile Craftmanship Applied A Class
ctActions Awesome Coder Alliance **Agile Craftmanship Applied** A Class Apart Ab

Why B2B e-commerce matters, and how to get started!!

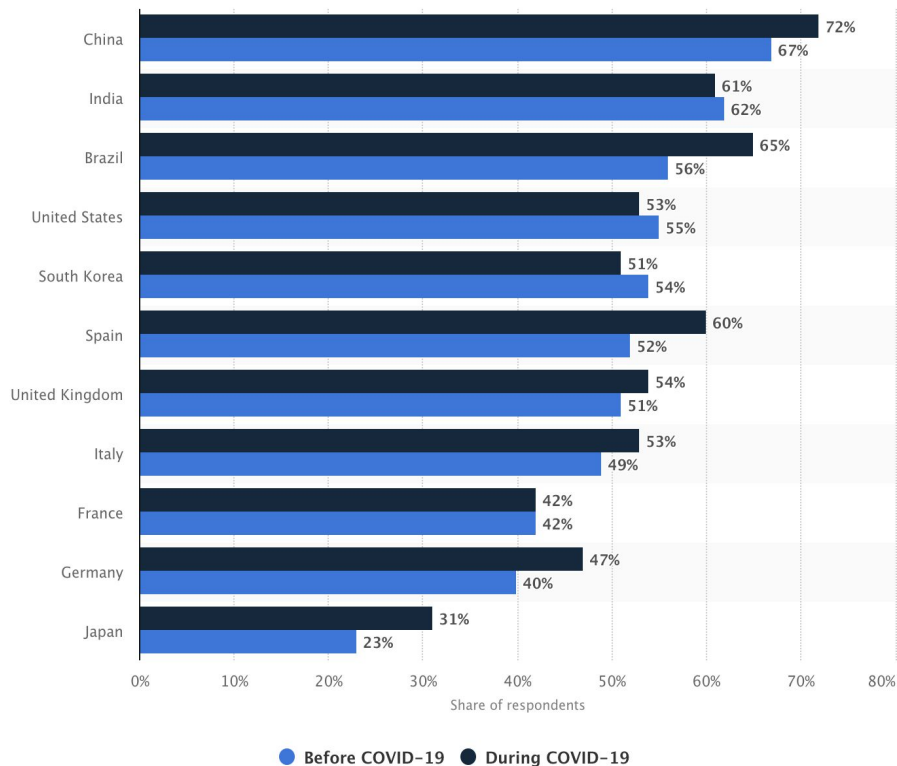


AGENDA

- Facts & figures
- Why B2B e-commerce matters
- How to get started
- Tips & tricks

FACTS & FIGURES

FACTS & FIGURES



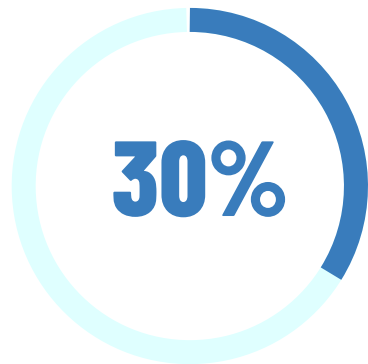
“Covid has accelerated business adoption to B2B e-commerce”

FACTS & FIGURES

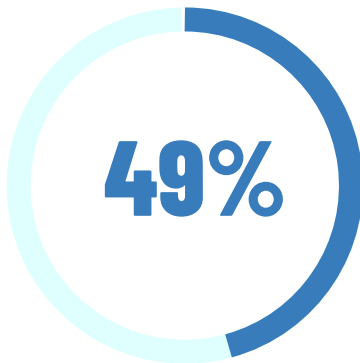
“By 2023, B2B organizations with digital commerce offerings will see 30% more revenue and a 20% reduction in costs, compared to competitors without B2B digital commerce sites.”

~ Gartner

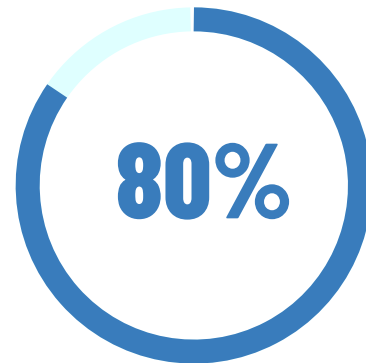
FACTS & FIGURES



According to Gartner, B2B organizations with digital commerce offerings see **30% more revenue**



49% of B2B sales are still conducted manually. Organizations with digital commerce offerings see **20% cost reduction**



In 2024, 80% of ordering and replenishment will be **completely touchless**

WHY B2B E-COMMERCE MATTERS

CHALLENGES



Intensive manual
sales processes



B2B buyer
expects a B2C
experience



Slow time to
market



Low customer
satisfaction

BENEFITS

Enhanced buying experience

A better buying experience leads to increased customer satisfaction and a higher degree of customer retention

Open 24/7

Your e-commerce is always open for business, letting customers buy whenever and wherever they want

Reach more customers

With e-commerce, your customers are no longer limited to a certain locale

More efficient selling

B2B organizations with digital commerce offerings have greater turnover and lower costs

Sell more

An e-commerce solution lets you sell more to existing customers through smooth up- and cross-selling

Data Analytics

Optimize supply chains, accelerate your business and more thanks to detailed insights

HOW TO GET STARTED

HOW TO GET STARTED

- 1 | Set your vision & goals
- 2 | Build the business case
- 3 | Gather high-level requirements
- 4 | Select partners
- 5 | Prepare your organization
- 6 | Implement

1. SET YOUR VISION & GOALS

VISION

Corporate vision ≠ Digital vision

Why?

- It sets a mindset
- It shows where you need to focus your efforts
- It energizes colleagues by showing the future potential of e-commerce
- It is the base for setting top-level goals

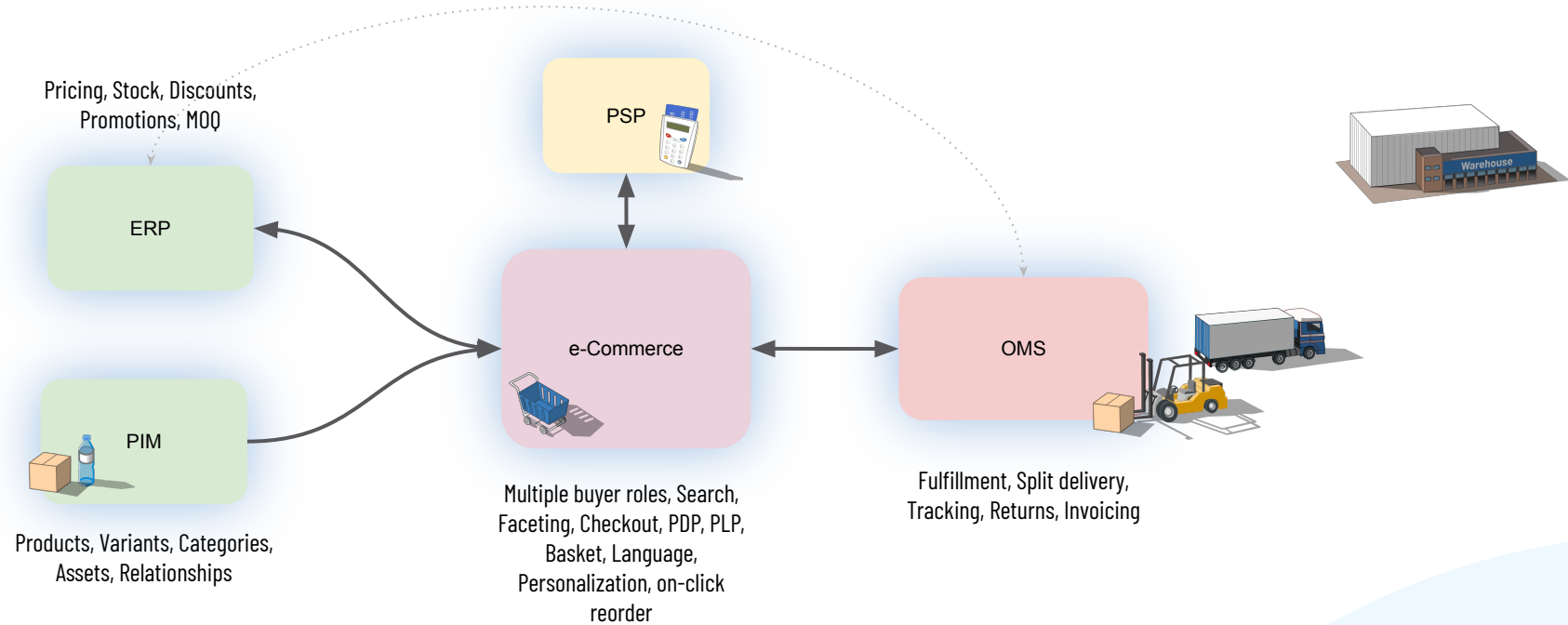
GOALS

Must be linked to the vision
Must be S.M.A.R.T.

2. BUILD THE BUSINESS CASE

1. Identify and involve the Stakeholders
2. Select the KPIs that support your B2B e-commerce Goals
3. Establish a Baseline for the Selected KPIs
4. Model the Total Cost of Ownership
5. Calculate the ROI

3. GATHER HIGH-LEVEL REQUIREMENTS



Functional - Technical - Non Functional

4. SELECT PARTNERS

E-COMMERCE SOLUTION

The beating heart
B2B focused
Fit for requirements
Scalable

IMPLEMENTATION PARTNER

Local presence
Certified
Full service
Strong vendor relationship

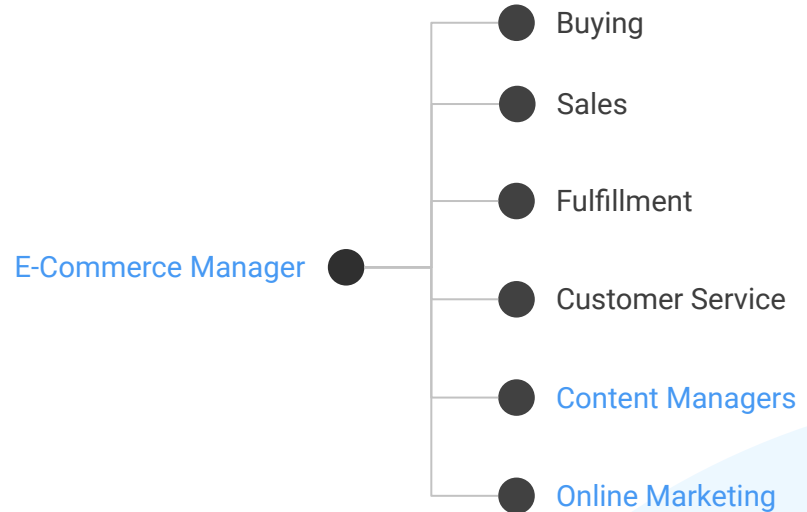
3rd PARTY PROVIDERS

PSP
Fulfillment partners
Loyalty
Marketing

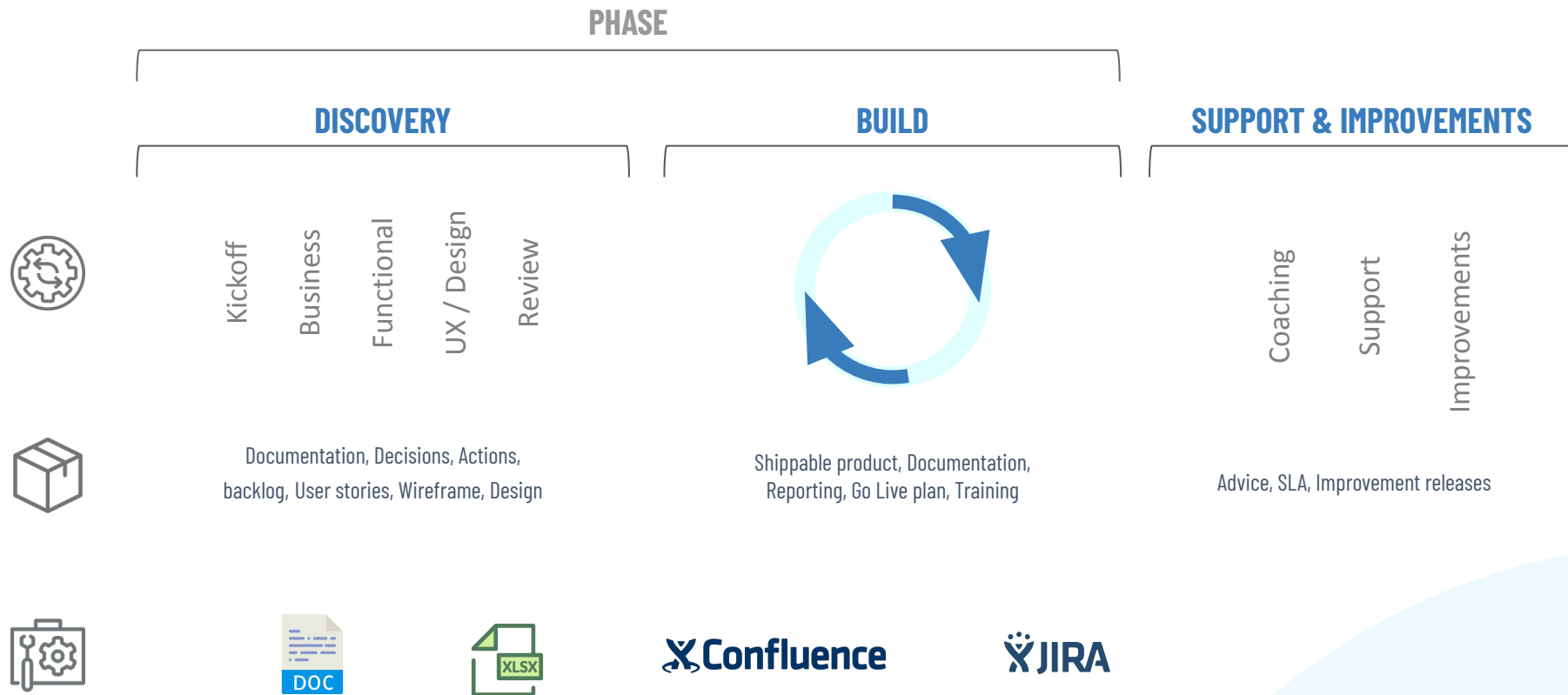
5. PREPARE YOUR ORGANIZATION

Doing B2B e-commerce has impact on your organization!!

- Processes, way of working
- Organizational chart
- New or changes in roles & responsibilities



6. IMPLEMENT



TIPS & TRICKS

TIPS & TRICKS

- Aim for standard functionality
- Start with a good foundation
- Content is king!!
- Involve your organization
- Think big, start small
- Set up a go-live plan

THANK YOU!!

If you have any questions, please feel free to reach out!!



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Coffee Chat Series

Transforming Benelux

Welcome to your morning coffee chat in May and June.

Enjoy a good coffee and join experts on various topics around Digital Transformation.

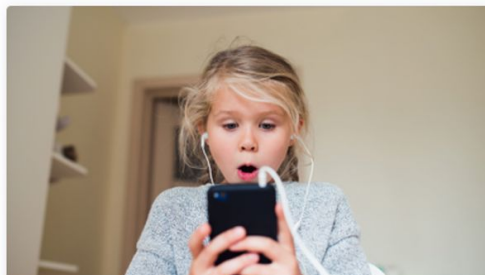


LIVE COFFEE CHAT - 25TH OF MEI, 10 AM

5 grondslagen van optimale gebruikerservaring voor zorg

Hoor in dit 30 minuten durende webinar alles over de 5 belangrijkste elementen voor optimale gebruikerservaring bij softwaretrajecten voor zorg.

[More information](#)

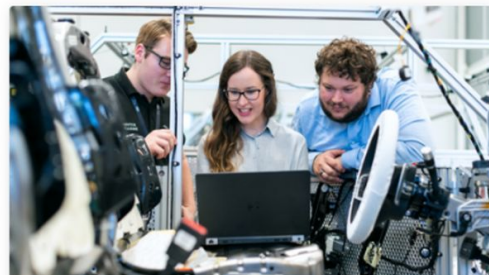


LIVE COFFEE CHAT - 2ND OF JUNE, 10 AM

Enhance customer experience through personalization within Telco

How to increase your customer retention and onboard new customers at the same time by creating a state-of-the-art personalized customer experience using the right digital platforms.

[More information](#)



LIVE COFFEE CHAT - 9TH OF JUNE, 10 AM

Connecting with customers and partners: Why manufacturers need digital service portals

Going beyond a traditional B2B approach, manufacturers need to find ways to better engage with customers and even consumers in order to be successful. In this coffee chat we take you on a tour around digitization in manufacturing.

[More information](#)

Q & A
