

# B2B Portal by TPG Group

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ECOMMERCE BUSINESS SPECIALIST



According to the Forrester B2B Ecommerce Playbook, total annual USA B2B ecommerce will hit \$1.2 Trillion by 2021, bringing the transactional volume of B2B e-commerce to more than twice the size of B2C ecommerce. With all that growing market, B2B applications must ensure a convenient sales process that reflects their customers' shopping preferences. Businesses must plan for conflict between different sales channels and customers' expectations of the shopping experience.

**Purchasing Simplified &  
Tailored 2 Your Needs.**

## B2B Overview

B2B portal will help you radically improve your company's productivity in both of the two primary factors: Revenue Growth and Cost Saving, and that the portal can be launched in a matter of months with a very reasonable investment, what will be your reaction? Read on to learn how corporations all over the world are missing out from an opportunity, which can revolutionize the way they manage their businesses.

### B2B sales channels

With the growth of ecommerce, the responsibility of direct-selling shifted from sales reps to online stores. This transition resulted in lower costs and better customer experiences. For example, websites and e-stores allowed business buyers to easily research products on their own and even shop at odd hours which are especially important in a global marketplace where vendor and buyers may reside in different hemispheres.

While it's important to lead customers through their preferred channels, that process is not always clean and simple. What happens when customers spend time interacting with sales reps or channel partners only to purchase via an e-store? Make sure you have technology in place to analyze the complex buying path of B2B customers and attribute sales correctly. Without correct attribution, B2B companies put their channel partnerships at risk.

### B2B Shopping Experience

#### Site Navigation

Self service elements like product categories and onsite search are necessary components of B2B ecommerce. As opposed to B2C companies who sell a small amount of products, B2B companies sell dozens if not hundreds of products through their sites. If you want visitors to find the products they are looking for, make sure they are sorted into relevant categories with prominent calls to navigation. Onsite search is another important part. By ensuring relevant search results, you make it easier to lead B2B customers toward conversion.

#### Product Pages

Your product pages should be another step closer to converting your visitor. The primary purpose of your product page is to educate visitors about your products without burdening them with too much

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information. They include not just product names, prices and descriptions that link to landing pages unique to each product, but even demonstrate the advantages of using it.

## **Account Registrations**

Multiple Account level registrations are beneficial because, they collect customer information into a useful database and simplify the repurchasing process in the future. Let your customers complete their orders and create their account based on the information they submitted during the order process.

## **Purchase Orders**

Many organizations don't let an employee use a company credit card. They often require purchase orders be sent to vendors. Yet, I'm often surprised to see B2B carts that do not feature purchase orders, or credit as a payment method. The key here is not to inconvenience your customers by limiting their payment options to just credit cards. More payment options increases the chances to complete the order.

## **The Necessity of Convenience**

Young customers preferred online sales channels, instead of a sales rep, channel partner as a direct sale.

## **What is a B2B portal?**

A B2B portal is a distinct kind of website with features to conduct electronic business and manage significant parts of corporate business processes.

## **Benefits of having a B2B portal**

Today, B2B portals are not just a fancy idea! They are an absolute necessity for all enterprises of any form and size. The advantages of having a quality B2B portal are massive. Implementation of a true high quality B2B portal could have immediate impact on company productivity.

## **Revenue Growth**

### **Revenue Increase from Existing Clients**

Existing clients get faster and easier access to product information, quicker response to their requests, get better customer support and are able to buy products online.

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## **Revenue Increase from Value Added Services**

Once a B2B portal is set as the primary sales channel, freed resources can be used to create more value added services for clients. Some of the services that the portal may offer also could be utilized to generate more value.

## **Cost Savings**

### **Order Processing Cost**

If the B2B portal integrates supply chain management solution, it will reduce the cost of processing orders drastically.

### **Sales and support costs**

Automated sales and customer support features integrated in the solution is capable of reducing overhead costs up to 30 percent.

### **Inventory keeping costs**

Clearer visibility and forecasting ability thanks to various features of the B2B portal may help companies considerably reduce inventory keeping costs.

### **Low customer acquisition cost**

Branding the portal on the Internet effectively will help attracting customers from new sources. The cost of acquiring customers through online channels is always cheaper than other traditional methods.

### **Improve customer service**

Ability to have constant interaction with customers through the B2B portal helps companies serve customers better. The B2B portal solution allows tracking the whole ordering process from delivery note/payment to delivery and brings greater efficiency in customer service.

### **Reduce sourcing time cycle**

The customers and agents can select products from the integrated marketplace of the B2B portal and either upload purchase order or using the shopping cart buy products. Buyers and agents handle all their procurement related correspondence from a consolidated working page, which helps them react instantly and reduce time in document processing.

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## **Real time access to current product information**

Current information of a product is vital for an accurate buying decision. Updating product content and other information using customized forms as it is necessary, the company can help buyers and agents take critical decision promptly.

## **Main components of a B2B portal**

### **Supply Chain Management**

Supply chain management solutions can deliver great values to company's existing systems. Implementation of these solutions will help achieving incredibly high return on investment and will have tremendous impact on company's business, which include: better productivity, faster order processing, greater visibility, the elimination of time barriers around the globe.

### **Marketplace**

This is the venue where the enterprises can post their products for sale. A sophisticated shopping cart will be integrated into the electronic marketplace in order to automate the buying process.

This solution allows the company to automate electronic procurement, where suppliers compete for business real time online.

### **Internal Messaging System**

Sophisticated Internal Messaging System allows a participant of the B2B portal send and receive messages from other participants and the company. Since the messages do not leave a secured server, participants would not be worried about sending sensitive information over the Internet.

### **Classified**

Catalog based bulletin board allows company associates to post important notices in various predefined formats.

### **Directory of Companies**

This is a listing of all the members registered (client, staff and agents) of the B2B portal either by business category or by alphabetical order. An advanced search engine tool is incorporated in order to find a member based on data provided.

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## Product Notifications

The system can generate a notification and send by email to an agent that a client, has requested some samples or has placed an order.

Numerous other features could be incorporated to an existing B2B portal depending on requirement, such as: News Aggregation using the portal feed, Contact Management, Electronic Journal, Press Room, Document Repository, etc.

## Time needed to setup

Using the TPG Group experience in building B2B Portals can be build or integrated to existing website within three to four months.

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