k·ecommerce.
powered by **mdf commerce**

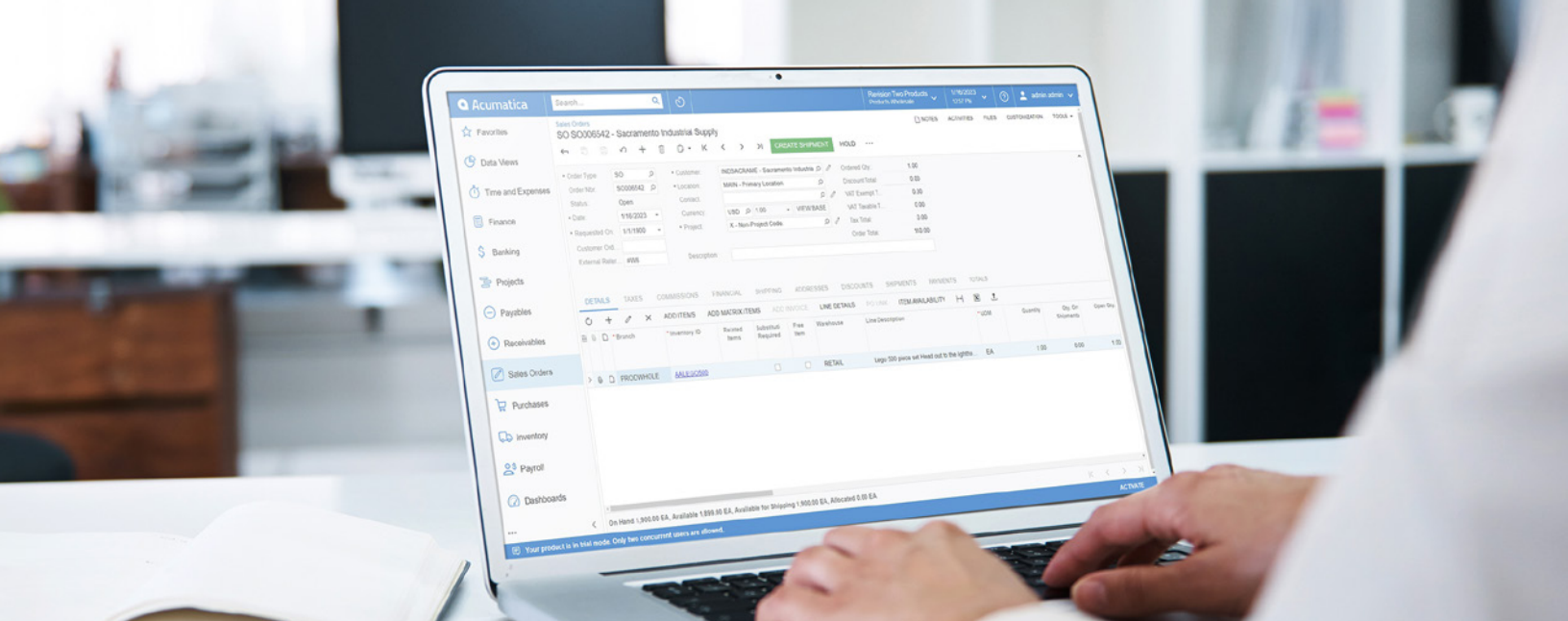# How Acumatica users can succeed with ERP-integrated ecommerce

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The pandemic continues to disrupt industries around the world, including shifting consumer behavior, economic uncertainty, and the dislocation of workers in the organization and B2B customer base. To adapt, ecommerce has become critical for businesses of all sizes. With remote work as the new norm, organizations face the challenge of maintaining productivity and customer engagement in a largely virtual environment. Despite the challenges, innovative solutions and strategies are emerging to help companies thrive in this rapidly changing landscape.

Integrated ecommerce with Acumatica provides the agility organizations need to keep up with rapidly changing B2B demands, and provides meaningful insights into the complex requirements of these customers.
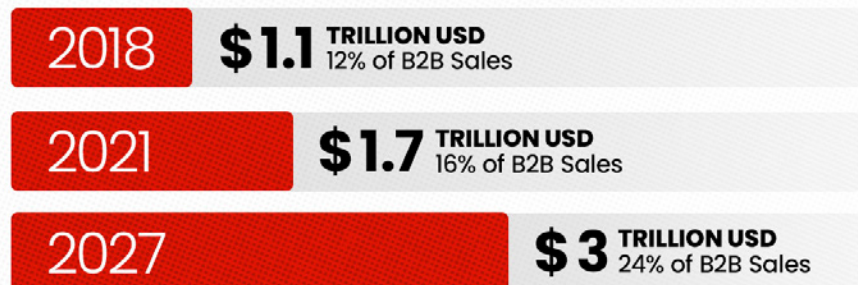
Even before the global pandemic, an ERP-integrated approach to ecommerce was becoming the standard. B2B ecommerce is growing at a breakneck pace all around the world. In June 2022, Forrester reported that in the US alone, ecommerce sales will be worth $3 trillion USD by 2027, accounting

Projected ecommerce B2B sales in the US compared to overall B2B sales

2018	**$1.1** TRILLION USD	12% of B2B Sales
2021	**$1.7** TRILLION USD	16% of B2B Sales
2027	**$3** TRILLION USD	24% of B2B Sales

Source: Forrester, June 2022

for 24% of all US B2B sales. In fact, ecommerce already accounted for $1.7 trillion in revenue and 16% of sales in 2021.

Signs point to a fundamental shift in B2B buying habits. One study by Accenture found that 50% of B2B clients began their buying journey through social media, initiating more than 61% of transactions online.

New numbers in the midst of the global COVID crisis reveal an even more dramatic shift toward ecommerce, potentially far surpassing the numbers proposed by analysts last year. For Acumatica user organizations struggling to find customers and drive revenue, an integrated approach to ecommerce is a necessity.

This report will provide our latest insights into:

> The fundamental objectives and advantages of ERP-integrated ecommerce with your Acumatica platform

> What the Acumatica customer base can learn from the success of others

> How to evaluate the strengths of ecommerce solutions in the context of operational systems

> Ways to prioritize your technology investment at a time of competing pressures and market forces

B2B ecommerce improves operations and service

An integrated B2B ecommerce approach enhances efficiencies within a company, helping to eliminate silos and enrich data for analysis and insight. With greater insight comes improved operational performance within the organization, freeing up workers to be more productive and identifying ways to reformat product offerings.

A well-run ecommerce system also strengthens customer satisfaction and deepens trust. Customers expect to get their questions answered, find information about product availability and order status, and accelerate their purchasing with an intuitive self-service experience. Only with those needs met are they likely to invest in their relationship with a vendor.

Acumatica

The Cloud ERP
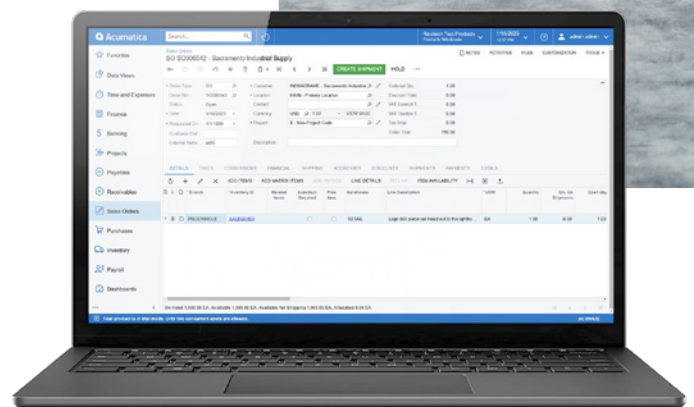
How companies are doing it right

What lessons can organizations new to modern B2B ecommerce learn from early leaders?

Example #1

Problem

One chassis and suspension components provider for the automotive aftermarket industry had a custom built transaction website that was not integrated with their ERP.

Consequences

It was so inefficient and lacking in product information that B2B customers would just call in to make purchases.

Solution

The organization invested in an ERP-integrated solution, linked to a visually appealing, mobile-friendly site.

Result

More B2B and B2C customers using the site, with each transaction adding valuable customer data to the company's ERP.

" ""

The adoption of the B2B ecommerce solution enabled the company to streamline its internal operations and sales cycle.

Example #2

Problem

A distribution company had thousands of product SKUs, descriptions and pricing information scattered across Excel spreadsheets, PDFs and its ERP. All this siloed information hampered the company's internal operations and tremendously lengthened its sales cycle.

Consequences

Even with normal market conditions, the company was bogged down and struggled to answer customer questions via email and phone calls.

Solution

Once they adopted a B2B ecommerce solution, the company was able to save time and provide much-needed transparency for converting prospects to customers.

Result

The adoption of the B2B ecommerce solution enabled the company to streamline its internal operations and sales cycle. By saving time and providing transparency, the company was able to answer customer questions more quickly and convert prospects to customers more easily.

Conclusion

Successful companies ensure that essential business data flows seamlessly between the customer-facing website and the ERP, with scalability in place to adjust for rapid increases (or decreases) in demand, like the surges and lulls witnessed by food suppliers during the "panic buying" associated with the pandemic.

Choosing the right platform

When planning for your B2B ecommerce solution, choosing the right platform to meet the needs of different departments and their unique business needs becomes the chief consideration before starting the adoption and implementation journey.

In comparing the strengths of different platforms, you must take into account the different roles within the organization. Consider the interests of these workers and departments:

> CEOs and senior executives often seek an all-in one solution in a bid to both maximize revenue and reduce risks.

> Finance teams tend toward balancing operational costs against productivity.

> Both finance and IT teams demand a secure PCI-certified solution to safeguard key information and infrastructure.

> Marketing departments want a userfriendly content management system to make SEO and multimedia publishing easy.

> Sales teams seek a view of Acumatica data to track availability and purchases, as well as live chat for customer-facing interactions.

> Both sales and marketing want a selfservice sales portal to drive revenue around the clock.

Launching your B2B ecommerce journey in difficult times

It is no exaggeration to say that the global pandemic—and its economic fallout—have had an unprecedented effect in all corners of the world. Whether you are embedded in an ecommerce-oriented industry, were considering B2B-oriented ecommerce before the pandemic, or are just now finding your organization racing to adapt, the process can be stressful for decision makers.

At every step, it is very important to take stock of the unique business needs of interest groups within the business like executive leadership, sales, marketing, IT, finance and beyond. As you assess your options, remember these overarching requirements that will determine the success of an ecommerce investment:

> Prioritize an ERP-integrated solution that best serves the diverse requirements of your organization.

> Focus on the human factors in your organization, such as revising sales and revenue targets to reduce pressure on employees. This can help you to retain and motivate talent while maintaining productivity.

> Data must be available for analysis to provide greater insight into the business.

> Any new investment should support progress toward your organization's broader cloud based ambitions for serving customers and streamlining operations.

The pandemic has dealt a terrible blow to many companies and sown chaos throughout almost every industry. But it is a golden opportunity to undertake much-needed technological adaptations, not only to survive, but to thrive.

Ready to discuss your project?

We'd like to learn more about your ecommerce project so get in touch with one of our experts!

Book a call today >

About us

k-ecommerce is mdf commerce's platform for SMBs, providing all-inone ecommerce and digital payment solutions integrated to Acumatica, Microsoft Dynamics, SAP Business One. k-ecommerce simplifies and accelerates online growth, offering a complete omnichannel ecommerce solution supporting both B2B and D2C engagement.

Strengthening our market position

By combining k-ecommerce and Orckestra, mdf commerce is strengthening its market leadership position in the digital commerce landscape.

> The Orckestra headless commerce platform is designed to serve the complex needs of enterprise-level retailers and global brands as they unify omnichannel operations and shopping experiences online or in-store.

> k-ecommerce provides SMBs with intuitive, all-in-one ecommerce and digital payment solutions that seamlessly leverage ERP data for automation, security and speed.