# eCommerce Framework (B2B)

ARTH Consulting
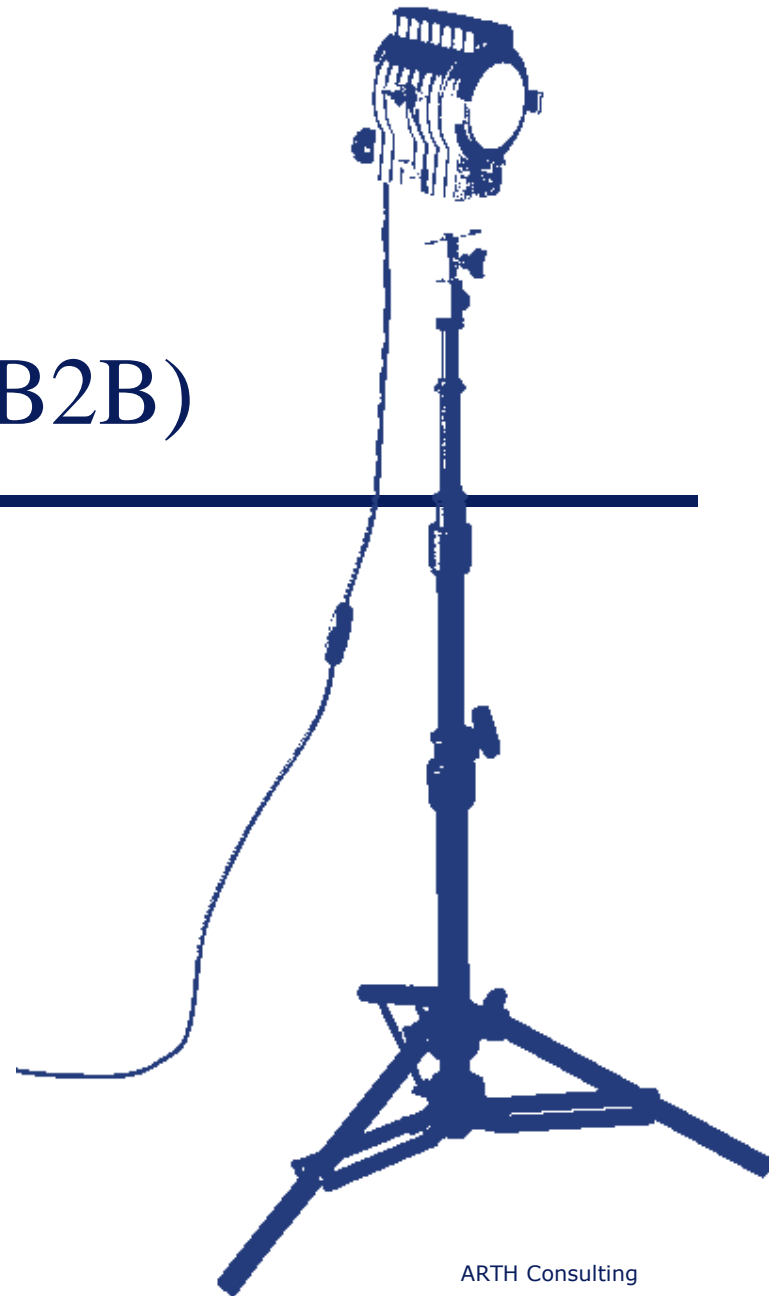
# Today's Indirect Sales Environment (B2B)

Browse & Select Product Info

Configure Product

Distributor C

Distributor B

Distributor A

Manufacturer

Web Site

Pricing & Availability

Selected Distributor

Web/fax/phone

Reseller / Customer

Place Order

Deliver Product

Return Incorrect Product

Re-ship Product
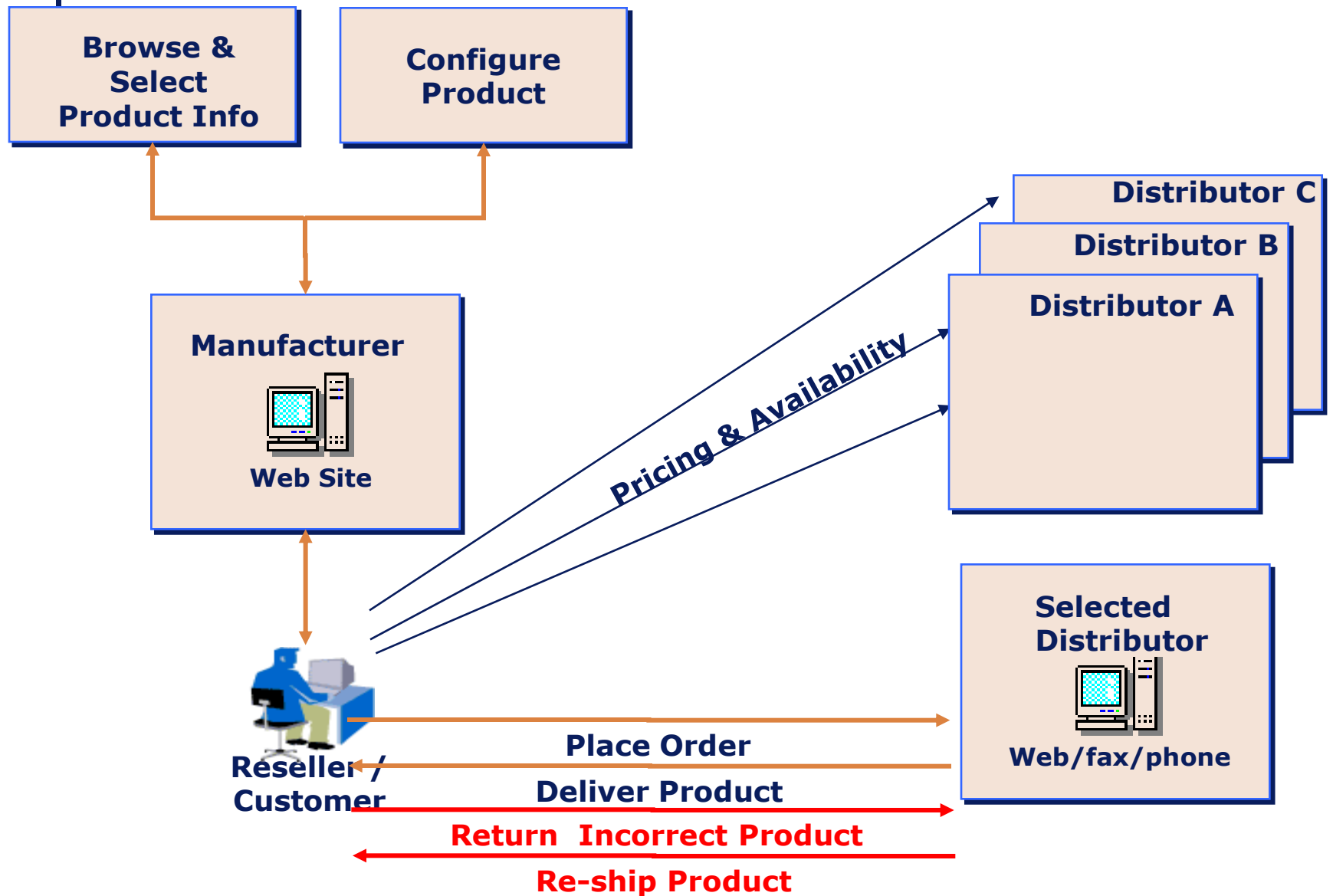
# eCommerce Solutions

**Interactive Selling & Marketing**

**All Channels
All Selling Partners
All Products**

**Management & Analysis**

**Collaborative Commerce**

# eCommerce Solution Capabilities

## Interactive Selling & Marketing

- ❑ Guided selling
- ❑ Cross-sell/Up-sell
- ❑ Targeted promotions (mfg and partner)
- ❑ Side by side comparisons
- ❑ Data Syndication – Integration between Catalog and Ariba
- ❑ Multi-Vendor cataloging

## Collaborative Commerce

- ❑ Real-time ordering
- ❑ Order acknowledgement
- ❑ ERP Integration
- ❑ Shopping Cart Split
- ❑ Price comparisons
- ❑ Net market punch-out

**All Channels**
**All Selling Partners**
**All Products**
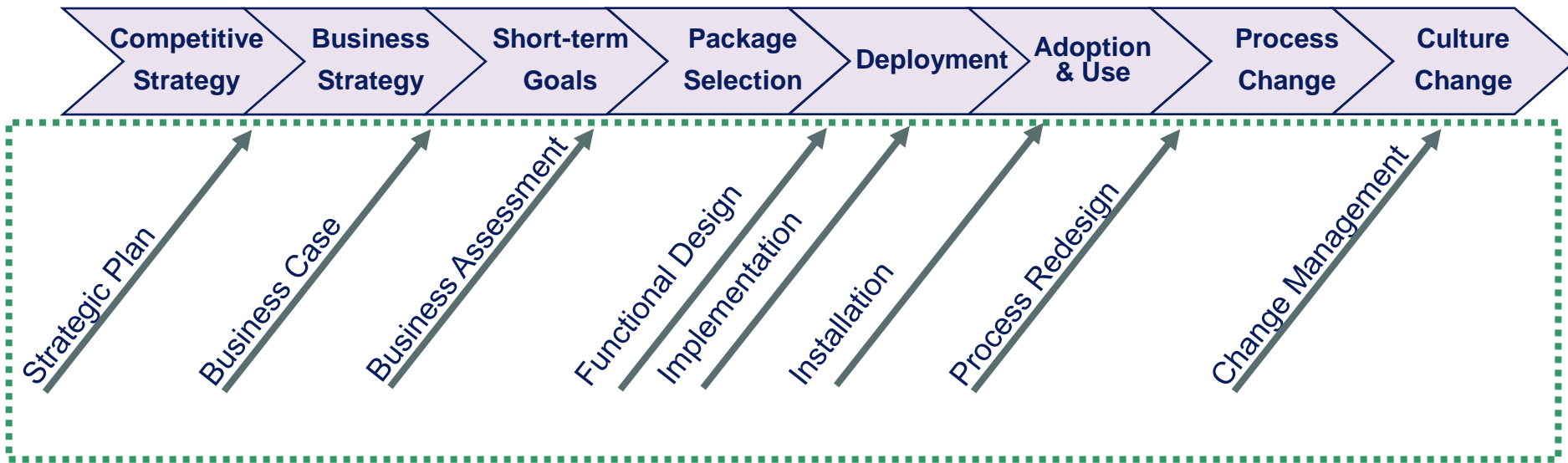
## Management & Analysis

- ❑ Analysis
  - ▪ Product mix
  - ▪ Customers
  - ▪ Partners
  - ▪ Order/ shopping cart analysis
  - ▪ Revenue
  - ▪ Geographic
- ❑ Sales Forecasts
- ❑ Promotion effectiveness

# Extending Value Around eCommerce Implementations

## Value Realization Lifecycle

| Competitive Strategy | Business Strategy | Short-term Goals | Package Selection | Deployment | Adoption & Use | Process Change | Culture Change |
|---|---|---|---|---|---|---|---|

Strategic Plan

Business Case

Business Assessment

Functional Design

Implementation

Installation

Process Redesign

Change Management

***Steps to Achieving Sustained Operational Change***