

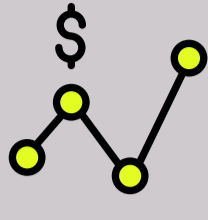
Innovation: The key to success for wholesale distributors

The numbers are clear. E-commerce is the future for B2B.



15%

Total of B2B sales conducted online in 2018



\$1.2 trillion

Predicted B2B e-commerce market size by 2021



50%

Predicted share of total B2B items sold online by 2035

Why Do B2B Customers Shop Online?

The number of online-only B2B shoppers grew by 28% from 2015-2017.

Why are purchasers making the switch?

I prefer the convenience of after-hours shopping.

Price matters to me and online I can price shop.

I'm in a rush. I don't want to wait on a slow salesperson.

I don't need sales assistance. All I'm doing is reordering supplies.



70%

of B2B sales transactions are commodities (price) based

68%

of B2B customers prefer to avoid sales reps

Without a doubt, B2B e-commerce is critical to success. Wholesale distributors can't afford to ignore this important trend.

However, latecomers who are just now starting their B2B e-commerce strategy are *far* behind their peers.

To survive, they need to differentiate.

What Will Be Your Key to Success?

Top performers in wholesale distribution focus on innovative technological integration, offering value-added services as their competitive differentiator.

To streamline this process, they integrate important apps with their ERP, often on a single platform for maximum efficiency.

Modern wholesale distribution leaders are *more likely* to integrate the following tools...

CRM Systems



Top wholesale distributors are 200% more likely to integrate Customer Relationship Management systems than their peers.

Demand Planning

Top wholesale distributors are 158% more likely to integrate forecasting systems than their peers.



Customer Self Service



Top wholesale distributors are 72% more likely to integrate self-service portals than their peers.

Analytics Engines

Top wholesale distributors are 72% more likely to integrate business intelligence systems than their peers.



Real-Time Collaboration



Top wholesale distributors are 46% more likely to integrate real-time collaboration tools across the enterprise than their peers.

E-Commerce

Top wholesale distributors are 39% more likely to integrate e-commerce systems with their ERP than their peers.



Mobile ERP



Top wholesale distributors are 19% more likely to integrate a wide range of mobile devices than their peers.



CONTACT US

120 Eagle Rock Ave, Suite 330
East Hanover, NJ 07936

Phone: 877.979.5462
Email: info@swktech.com
Website : www.swktech.com



Sources:
ERP: Wholesale and Distribution's Secret Weapon, Aberdeen
Distributors Lose Sales or Make B2B E-Commerce Work, Digital Channel Advisors
The B2B eCommerce Playbook For 2018, Forrester
Will Distributors Survive E-Commerce?, Industrial Distribution Magazine