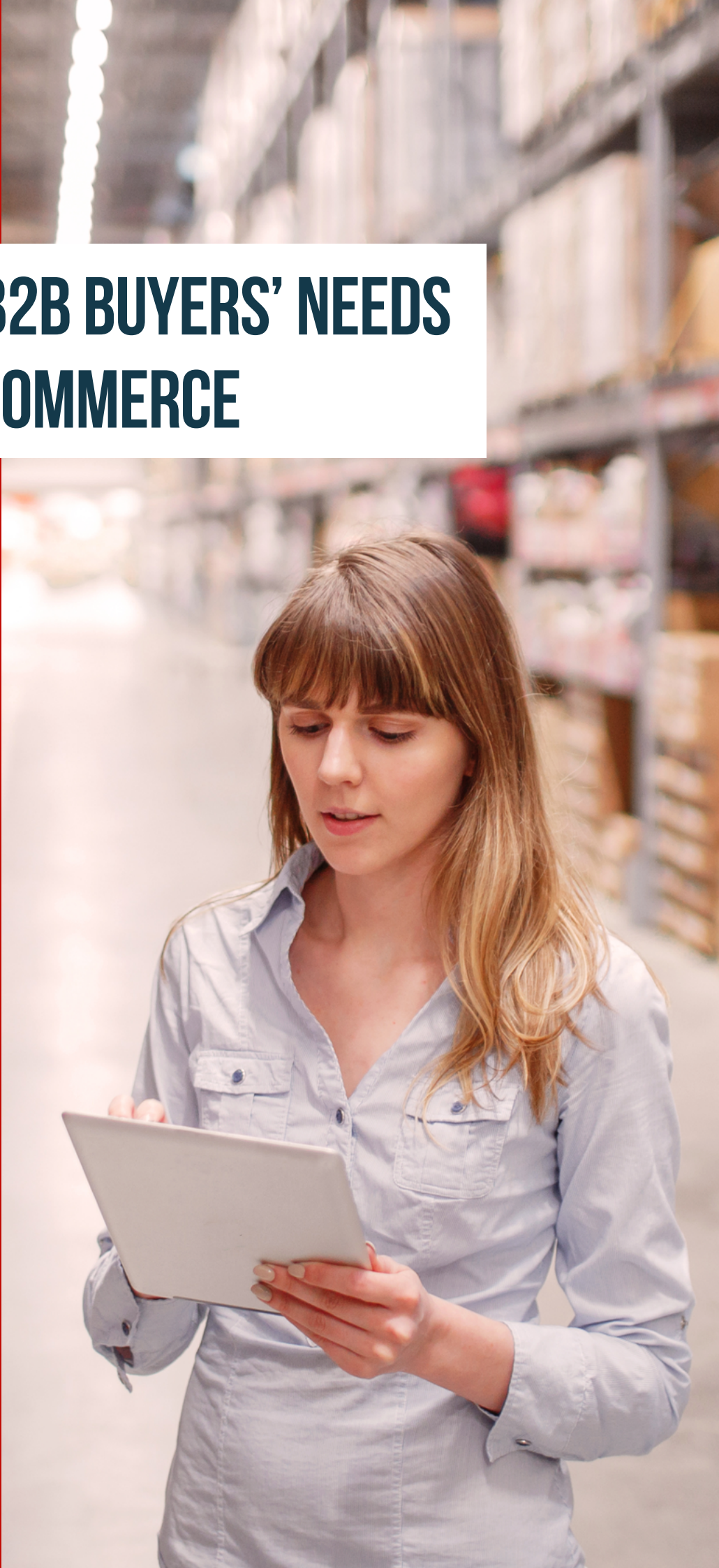


FACTSHEET

MEET YOUR B2B BUYERS' NEEDS WITH SANA COMMERCE



While **30% of buyers**
would prefer to buy at least
90% of products online,
only 19% are currently doing so.



Source: B2B Buying Process 2019 Report, Sapio Research and Sana Commerce

MEET YOUR B2B BUYERS' NEEDS WITH SANA COMMERCE

After commissioning Sapio Research to survey 560 buyers for our [B2B Buying Process 2019 Report](#), we found that B2B buyers want to make more purchases online. The results of the research showed that there is a demand not only for more B2B e-commerce, but also for a more sophisticated e-commerce experience.

To meet buyers' needs, we concluded that your B2B e-commerce platform should:

1. Display relevant information
2. Offer optimized functionalities
3. Handle the complexities of B2B orders
4. Prevent order errors

In this factsheet, we take a closer look at how our Sana Commerce integrated e-commerce solution meets these requirements. We zoom in on the specific Sana features and tools that help you **meet buyers' demand, overcome their challenges and move them online.**



**Download the
B2B Buying Process 2019 Report**

See how the following Sana Commerce features help you meet your buyers' needs:

- Direct ERP integration
- One-step checkout
- Repeat ordering
- Order tracking
- Return merchandise authorization (RMA)
- Invoicing and payments
- Customer-specific pricing
- Roles and authorizations
- Account and order history overview



B2B buyers want to access information online.

62% prefer accessing a variety of information online, compared to just **27%** preferring offline.

Source: B2B Buying Process 2019 Report, Sapio Research and Sana Commerce

1. DISPLAY RELEVANT INFORMATION

The research found that buyers prefer accessing information online. To meet buyers' needs, your e-commerce platform should provide accurate and real-time information about products and parts, inventory levels, delivery, payment terms, returns and pricing. Here's how Sana Commerce makes this easy for you:

Display Accurate Information 24/7 With Direct ERP Integration

Your ERP system is the heart of your business. It stores all your data and business logic, from product information, inventory levels and account data, to complex pricing structures and delivery processes.

To leverage all these smart functionalities, we build our Sana e-commerce platform directly into your ERP system. Your web store can then display the data stored in your ERP in real time, without the need to replicate the information. This direct integration with your ERP ensures the information displayed in your web store is accurate and up to date, 24/7.



Find out more about the [46 benefits of direct ERP integration](#).

Buyers expect more from their B2B online buying experience.

Ease and speed are key:

1/4 want easier and faster checkout, easy repeat ordering, quicker delivery and improved tracking as a priority.



Source: B2B Buying Process 2019 Report, Sapio Research and Sana Commerce

2. OFFER OPTIMIZED FUNCTIONALITIES

Sapio's research showed that B2B buyers want better e-commerce functionalities. At the very least, your e-commerce platform should offer buyers the ability to quickly and easily pay and check out, place a (repeat) order, track orders, manage returns and pay invoices online. See how our Sana e-commerce features can help you achieve this:

Make Paying and Checking Out Quick and Easy With One-Step Checkout

In your Sana web store, all checkout steps — including shipping information, delivery, payment methods and order review — can be combined on a single page. Customers can right away see the payment and shipping methods available, as well as review their order and quote. This simplifies and speeds up the entire checkout process for customers, which in turn leads to improved customer experience, reduced cart abandonment rates and increased online sales conversions. Our one-step checkout is also fully responsive for mobile devices.

Offer Easy Reordering

Your customers can view their entire order history, quotes and invoices in the Sana web store — including for both orders placed online and offline. From any of those pages, they can simply click the “Reorder” button to place all products from a previous order directly into their current shopping cart. The new order is then calculated and validated using the latest logic and information stored in your ERP.

7012 ORDER

[Print preview](#)

Order no.	7012	Order date	6/19/2019
Order status	Pending	Document date	6/19/2019
Shipping method	UPS - 1 day delivery	Payment method	On account
Shipment date	6/19/2019	Payment terms	1 Month/2% 8 days
Location	Blue Warehouse	Due date	6/19/2019
Sales person code	John Roberts	Payment discount	2.00
Sell-to contact	Dave Dollar	Payment discount date	6/19/2019

SELL-TO ADDRESS
Spotsmeyer's Furnishings
612 South Sunset Drive
US-FL 37125 Miami
United States

BILL-TO ADDRESS
Spotsmeyer's Furnishings
612 South Sunset Drive
US-FL 37125 Miami
United States

SHIP-TO ADDRESS
Spotsmeyer's Furnishings
612 South Sunset Drive
US-FL 37125 Miami
United States

[DOWNLOAD ORDER](#)[EDIT](#)[REORDER](#)

REORDER

Buyers give preference to vendors who offer online sales functionalities.



More than **1/3** of buyers would be persuaded to choose a vendor if they offered them the ability to **place, pay for, track** and **return orders online**.

Source: B2B Buying Process 2019 Report, Sapio Research and Sana Commerce

Keep Customers Informed With Tracking Functionality

Your customers can track their orders in real time via the Sana web store. They can simply click on their tracking number in the web store to check the delivery status of their package directly on the delivery provider's website.

Make Returns Simple With Return Merchandise Authorization (RMA) Handling

Your customers can easily request an RMA via the Sana web store for any order stored in your ERP — whether that order was originally placed online or not. The return process is then completely automated through your ERP's sales order processing.

Once your customer requests an RMA online, it is immediately registered in your ERP. Any configured business rules required for processing the RMA will then be triggered in the ERP. The order status and updated information will be automatically visible in your ERP, as well as to the customer in the Sana web store, in real time.

Let Customers Pay All Their Invoices Online

Sana Commerce's online invoice payment feature enables your customers to pay open invoices using an online payment method. Regardless of whether the order was placed online, by phone, via email, or in store, the invoice can still be viewed and paid via the Sana web store. Once the invoice is paid, the payment status will be updated in your ERP in real time.

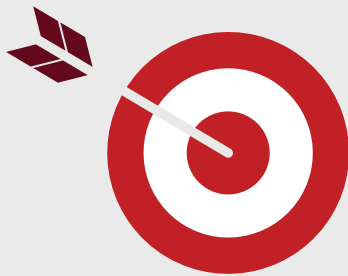
RECENT INVOICES

Document no.	Order no.	Order date	Bill-to name	Total	Outst. total	Pay
103197	7149	6/20/2019	Spotsmeyer's Furnishings	\$455.06	\$455.06	<input checked="" type="checkbox"/> View details
103196	7148	6/20/2019	Spotsmeyer's Furnishings	\$455.06	\$455.06	<input type="checkbox"/> View details
103195	7147	6/20/2019	Spotsmeyer's Furnishings	\$455.06	\$455.06	<input type="checkbox"/> View details
103069	7020	6/19/2019	Spotsmeyer's Furnishings	\$455.06	\$0.00	<input checked="" type="checkbox"/> View details
103109	7060	6/14/2019	Spotsmeyer's Furnishings	\$455.06	\$0.00	<input checked="" type="checkbox"/> View details
103131	7082	6/13/2019	Spotsmeyer's Furnishings	\$455.06	\$0.00	<input checked="" type="checkbox"/> View details

SHOW NEXT 10 ORDERS

Total \$455.06

PAY



The professional buyer's **top 3 KPIs**:

- 1.** Cost savings
- 2.** Increasing the efficiency of the purchase process
- 3.** Internal client satisfaction

Source: B2B Buying Process 2019 Report, Sapio Research and Sana Commerce

3. HANDLE THE COMPLEXITIES OF B2B ORDERS

Following Sapio's research into the B2B buying process, we recognized that the complexities of B2B orders can deter buyers from making purchases online. To move your buyers online, your e-commerce platform should have the right structure in place to process complex orders. We can help you do this through the following features:

Apply Customer-Specific Pricing to Web Store Orders

Many B2B businesses offer their customers individualized sales agreements. These agreements commit customers to buying products in a specific quantity or for a specific amount over a certain time period. In exchange, customers receive tailored prices and discounts.

The Sana web store pulls this sales agreement information and any associated complex discount structure directly from your ERP system. This means that web store visitors can view their active sales agreements and apply them when placing an order. [Find out more about how we make complex pricing easy.](#)



SIGNATURE BMX YOUTH HELMET

Item No. 0020

Signature BMX Youth Helmet

[Read full description](#)

Price ~~\$29.99~~ **\$23.99** price per Each excl. tax

Availability **601 in stock**

Agreement term: ID: 10000 Discount: 20.00% Price: \$30.00 Remaini...

Quantity Each

[ADD TO CART](#)

Cater to the Different B2B Buying Roles Through Roles and Authorizations

B2B buying processes often feature complex workflows involving several individuals. Sana Commerce allows your customers to assign themselves different authorizations based on their roles in this process. This ensures the agreed workflow and business rules are enforced, and makes order approval a fast and efficient automated process.

For example, one person's role is to place the orders, while their colleague's role is to approve or reject orders. Once the first person has placed an order, their colleague will get a notification asking them to approve the order. Additionally, your customers can give your sales agents the authorization to place orders on their behalf, for example, if inventory levels are lower than an agreed upon amount.

Online order errors are impacting the profitability, efficiency, productivity and sales of buyers' organizations.

44% of B2B buyers experience online order errors with their top 10 suppliers at least every two weeks.



Source: B2B Buying Process 2019 Report, Sapio Research and Sana Commerce

4. PREVENT ORDER ERRORS

Sapio's research found two major causes of online order errors for B2B buyers. The first is **due to information being incorrectly displayed in the web store**. As reviewed above, Sana Commerce can already help you overcome these challenges through direct ERP integration: your Sana web store can pull the up-to-date product and inventory information directly from your ERP and apply customer-specific pricing in real time.

The second major cause of online order errors is down to human error, including incorrect product selection and account data entry. This, of course, cannot always be avoided. But your e-commerce platform can still play a role in reducing such errors. This is how Sana Commerce helps you help your customers:

Give Customers Access to Their Account Information and Order History

Your Sana web store can provide your customers with an overview of their account information and order history stored in your ERP. This includes orders made offline, as well as orders placed before the Sana web store existed. As long as the order was entered in your ERP, you can make this information available to your customers in the web store. Having this information on hand 24/7 can assist your customers in making the correct selection and simplifying data entry, therefore avoiding order errors.

In addition, your customers can simply reorder any past purchases through the web store. They can also create order templates, change pending orders, and communicate with the web store owner through adding notes to a previous order. Not only does this prevent online order errors, but it also saves time for you and your buyers.

ORDER HISTORY

Account Dashboard

View your company details here

My orders

My quotes

My invoices

My return orders

My return receipts

My credit notes

My shipments

My sales agreements

My order templates

Maddox Team

Order no.

From

3/24/2019

To

SEARCH

RECENT ORDERS

Order no.	Order date	Bill-to name	Total	Order status	
7012	6/22/2019	Spotsmeyer's Furnishings	\$6,951.34	Pending	View details
7016	6/21/2019	Spotsmeyer's Furnishings	\$425.57	Pending	View details
7011	6/20/2019	Spotsmeyer's Furnishings	\$99.53	Pending	View details
1068	6/20/2019	Spotsmeyer's Furnishings	\$4,048.03	Pending	View details
1052	6/17/2019	Spotsmeyer's Furnishings	\$3,416.84	Pending	View details
1051	6/17/2019	Spotsmeyer's Furnishings	\$425.57	Pending	View details
1078	6/16/2019	Spotsmeyer's Furnishings	\$5,067.49	Pending	View details
1070	6/16/2019	Spotsmeyer's Furnishings	\$2,687.04	Pending	View details
1037	6/16/2019	Spotsmeyer's Furnishings	\$89.37	Pending	View details
1036	6/16/2019	Spotsmeyer's Furnishings	\$610.66	Pending	View details

To meet your buyers' needs, ensure your B2B e-commerce platform:



Displays relevant information

Offers optimized functionalities

Handles the complexities of B2B orders

Prevents order errors

Source: B2B Buying Process 2019 Report, Sapio Research and Sana Commerce

We've now reviewed how Sana Commerce meets your buyers' needs — but what's in it for you? Check out all the Sana Commerce product benefits, from simplified setup to improved sales results:

Want to know more about Sana Commerce and what we can do for your business? Book a live online demo with one of our e-commerce specialists:

[See all product benefits](#)

[Book a demo](#)

ABOUT SANA COMMERCE

Sana helps businesses all over the world reach their full potential. We offer the shortcut to e-commerce. How? Through 100% seamless integration with SAP and Microsoft Dynamics. Our e-commerce solution leverages existing business logic and data in powerful and user-friendly web stores. This lets our clients focus on improving customer experience, streamlining sales processes, and increasing sales volume and frequency.

Sana Commerce is a certified partner of Microsoft Dynamics and SAP. Our innovative approach and strong partner network make Sana the driving force behind over 1,500 web stores worldwide. Because of our experience and expertise, we can go all the way, offering not only a product but also supporting services such as online marketing, Search Engine Optimization (SEO) advice, hosting, design and online payment providers.

Make your business future-proof and join the e-commerce movement.
For more information, visit www.sana-commerce.com



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