THE 2020 B2B DISTRIBUTOR 300

Data, analysis and trends on how U.S. distributors and wholesalers are deploying digital strategies to drive growth today and beyond COVID-19

DIGITAL COMMERCE 360 RESEARCH

CONTENTS

AN ECOMMERCE ROLLER-COASTER RIDE

The coronavirus upended the business world as distributors knew it in 2020. Better ecommerce times online lie ahead. But to grow in 2021 and beyond, many distributors must stay focused on ecommerce and give digital business buyers all they want.

The past two years have been the ecommerce equivalent of a roller-coaster ride for distributors. The height of the ride up came in 2019, when B2B ecommerce for the nation's 411,000 distributors grew nearly 22 times faster than both total and all-digital channel sales. B2B ecommerce also grew more than 20 times faster than sales by phone, fax, mail and distributors' branch locations.

WHAT B2B BUYERS FIND WANTING ON ECOMMERCE SITES
How often have you experienced any of the following issues when purchasing on B2B websites?

	All the time	Some of the time	Never
Limited product selection	24%	71%	6%
Inaccurate inventory	16%	72%	12%
Incorrect pricing	8%	54%	38%
Incorrect purchase entry	8%	56%	35%
Inability to place a quick reorder	15%	67%	18%
Inability to access your account	6%	55%	39%
Search that returns poor results	26%	62%	12%
Product copy that doesn't adequately explain what the product does or its specific details	28%	58%	14%
A lack of images to truly see what the product looks like to assess your interest in buying	31%	58%	12%
Inability to checkout due to errors or shopping cart forms that are non-functional	8%	73%	19%
Inaccurate customer/account information hindering placing an order	12%	58%	31%
Lack of transparency and/or difficulty in knowing when product will be delivered	24%	65%	12%
Unsure of shipping costs prior to checking out	25%	55%	20%
Unsophisticated mobile offering	16%	66%	18%
Lack of integration	14%	64%	22%

Figures may not add up to 100% due to rounding.
Source: 2020 B2B Buyer Survey

Last year, business-to-business ecommerce sales for distributors, wholesalers and retail chains, such as Staples that sell online to business buyers, grew 22% to an estimated $870.0 billion from $712.8 billion in 2018, based on an analysis of market data by Digital Commerce 360 B2B.

In comparison, total distributor sales in 2019 grew just 1.6% to $5.975 trillion from $5.937 trillion in 2018, according to data from the U.S. Department of Commerce. DC360 B2B estimates that sales from all digital channels—including electronic data interchange, ecommerce sites, log-in portals, e-procurement and private web networks such as SAP Ariba—increased 1.6% to $2.611 trillion from $2.569 trillion.

But 2019 was a year ago and what now seems like a distant time. The B2B ecommerce roller-coaster that distributors of all sizes rode to the heights of an all-time online sales high is now in for a much more uneven ride. For some distributors and wholesalers in vertical markets, the ride will be to another year high

THE NUMBER OF US DISTRIBUTORS DECLINES

● Distributors   ● Growth

	414,437	412,526	411,077
N/A	-0.5%	-0.4%
2015	2016	2017
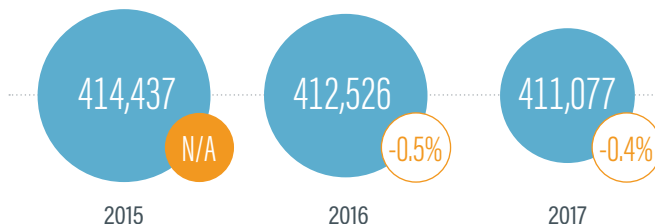
Source: U.S. Department of Commerce

TOTAL US DISTRIBUTOR SALES

Year	Sales	Growth
2020*	$5,676,828,000,000	-5.0%
2019	$5,975,222,000,000	0.6%
2018	$5,937,040,000,000	6.8%
2017	$5,560,830,000,000	6.7%
2016	$5,211,699,000,000	N/A

Source: U.S. Department of Commerce. The 2020 U.S. B2B Ecommerce Market Report, The 2020 B2B Distributor 300
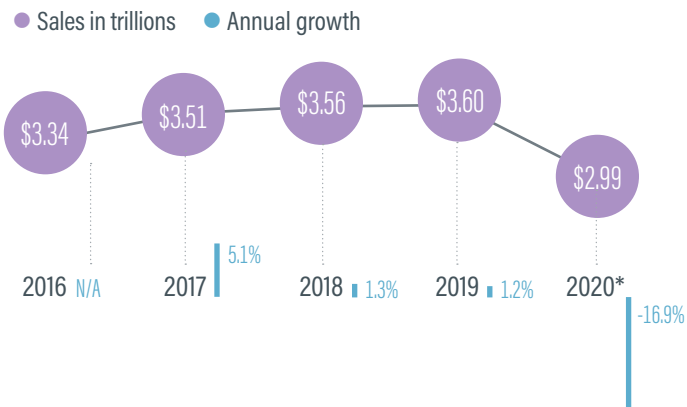*DC 360 B2B projection

in digital sales. For others, 2020 maybe their worst year ever for ecommerce sales.

For many distributors and wholesalers the phrase that best describes the state of B2B ecommerce in 2020 and 2021 is "whipsaw"—and the main reason driving that wild gyration is COVID-19.

Most distributors began 2020 with far different expectations than how the year turned out—and how they must proceed in maintaining and growing ecommerce in 2021 and beyond. At the start of the year, many B2B buyers and sellers were expecting an economic slowdown brought about by trade wars, a presidential election, a slowing global economy and other factors. But they also expected another year of strong B2B ecommerce sales.

TOTAL US DISTRIBUTOR NON-ELECTRONIC SALES

● Sales in trillions   ● Annual growth

2016	$3.34	N/A
2017	$3.51	5.1%
2018	$3.56	1.3%
2019	$3.60	1.2%
2020*	$2.99	-16.9%

Source: U.S. Department of Commerce. The 2020 U.S. B2B Ecommerce Market Report, The 2020 B2B Distributor 300
*DC 360 B2B projection

HOW US DISTRIBUTOR SALES BREAK DOWN ELECTRONIC VS. NON-ELECTRONIC

Year	Total sales	Electronic sales	Non-electronic sales	Electronic as a % of total sales	Non-electronic % of total sales
2020*	$5.68 trillion	$2.61 trillion	$2.99 trillion	46%	53%
2019	$5.98 trillion	$2.57 trillion	$3.60 trillion	43%	60%
2018	$5.93 trillion	$2.37 trillion	$3.56 trillion	40%	60%
2017	$5.57 trillion	$2.06 trillion	$3.51 trillion	37%	63%

Source: U.S. Department of Commerce. The 2020 U.S. B2B Ecommerce Market Report, The 2020 B2B Distributor 300
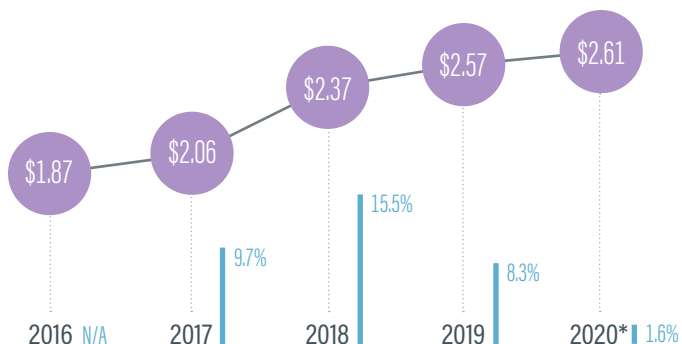*DC 360 B2B projection

But as COVID-19 mushroomed from what many distributors thought was a supply chain disruption from China into a fully blown global pandemic, the impact was a near shutdown in big parts of the U.S. economy and wildly fluctuating vertical markets. While digital sales increased for some distributors and wholesalers that sold cleaning products and personal protective equipment sales increased, sales tanked for distributors that sold to certain heavy industries such as automotive parts and supplies and iron, steel and other metals.

For the seven months of January through July 2020 vs. the same time period in 2019, total sales for metals and automotive supplies dropped by 48% and 14%, respectively, according to sales data from the Commerce Department. Metal sales for the first seven months of 2020 totaled $80.8 billion, down from $155.8 billion for the same period in 2019. Sales of automotive parts and supplies totaled $278.1 billion for January through July 2019, but declined to $239.3 billion for January through July 2020.

TOTAL US DISTRIBUTOR ELECTRONIC SALES

Electronic sales include EDI, ecommerce sites, log-in portals, e-procurement, marketplaces and other channels.

● Sales in trillions   ● Annual growth

| 2016 N/A | 2017 9.7% | 2018 15.5% | 2019 8.3% | 2020* 1.6% |
| $1.87 | $2.06 | $2.37 | $2.57 | $2.61 |

Source: U.S. Department of Commerce. The 2020 U.S. B2B Ecommerce Market Report, The 2020 B2B Distributor 300
*DC 360 B2B projection

In contrast, total sales of drugs and drugstore supplies grew year over year by 4% to $431.8 billion from $414.7 billion for January through July 2020 vs. $414.7 billion for the same period in 2019.

For two of the biggest public distributors of maintenance, repair and industrial products—W.W. Grainger Inc. and MSC Industrial Direct Co. Inc. (generally known as MSC Industrial Supply Co., the name of its primary business unit)—total and digital sales throughout the year have been uneven. It was a mixed second quarter for Grainger as the prominent, ecommerce-focused distributor of maintenance, repair and operations products reported a 1.9% drop in net sales along with a "significant" gain in U.S. market share on strong sales of pandemic-driven products like personal protection equipment.

But as sales of PPE and other pandemic-related products increased 71% year over year in the second quarter ended June 30, sales of non-pandemic MRO equipment and supplies that companies use to maintain and operate their businesses fell by 17% before improving in July, Grainger said. "We gained

TOTAL US DISTRIBUTOR B2B ECOMMERCE SALES

● Sales in billions   ● Annual growth

2020*
$957.0   10%
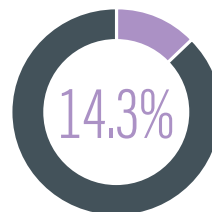
2019
$870.0   22.1%

2018
$712.8   11.3%

2017
$640.2   10.2%

2016
$580.8   N/A

B2B ECOMMERCE AS A PERCENTAGE OF ALL US DISTRIBUTOR SALES

● % B2B web sales
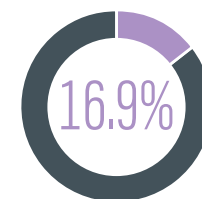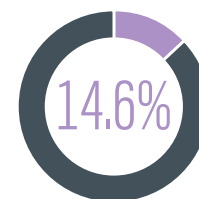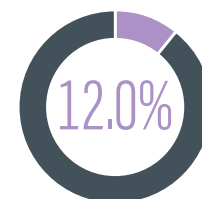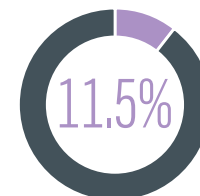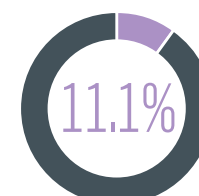
16.9%   14.6%   12.0%
2020*   2019   2018

11.5%   11.1%
2017   2016

14.3%

DIGITAL RESEARCH
COMMERCE 360

significant share in a down market, fueled by elevated levels of pandemic product sales and improving trends in non-pandemic product sales throughout the quarter," CEO D.G. Macpherson told analysts on the company's second-quarter earnings call.

MSC Industrial consistently has reported a similar experience in ecommerce and total sales throughout 2020. MSC said total sales fell year over year by 12.6% in July to $233.3 million, and by 14.0% for June and July combined, to $507.5 million. It didn't break out figures on ecommerce sales, which the distribution company says usually account for more than half of total sales and comprise transactions through its websites, including MSCDirect.com, and via internet-connected vending machines and electronic data interchange.

But in a statement released in July for the fiscal third quarter ended May 30, 2020, MSC said ecommerce sales fell by 11.4% and noted that the decline was "primarily related to the higher volume of safety and janitorial products not transacting through our ecommerce platforms," adding: "The percentage

HOW BIG PUBLIC DISTRIBUTORS COMPARE ONLINE

Distributor	2019 digital sales	2018 digital sales	Growth	2019 total sales	2018 total sales	Growth	Percent ecommerce 2019	Percent ecommerce 2018
W. W. Grainger Inc.	$8,155,060,000	$7,996,910,000	2%	$11,486,000,000	$11,221,000,000	2%	71%	71%
MSC Industrial Supply Co.	$2,019,600,000	$1,926,000,000	5%	$3,363,000,000	$3,203,878,000	5%	60%	60%
Systemax Inc.	$946,900,000	$896,900,000	6%	$896,900,000	$896,900,000	0%	100%	100%

Source: Company annual reports. Ecommerce sales for Grainger and MSC based on digital sales as a % of total sales as reported by the company to DC360 B2B. Grainger and MSC include EDI in their ecommerce figures

HOW GRAINGER DIGITAL VS. PHYSICAL SALES BREAK OUT

	Total sales
Ecommerce	$3.45 billion
EDI	$2.87 billion
KeepStock	$1.84 billion
Phone	$1.15 billion
Branch	$2.18 billion
Total	$11.49 billion
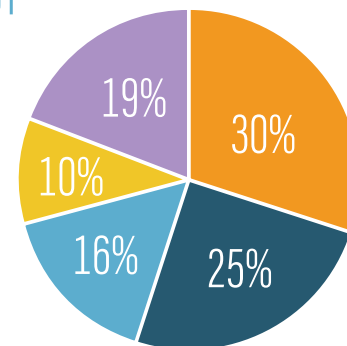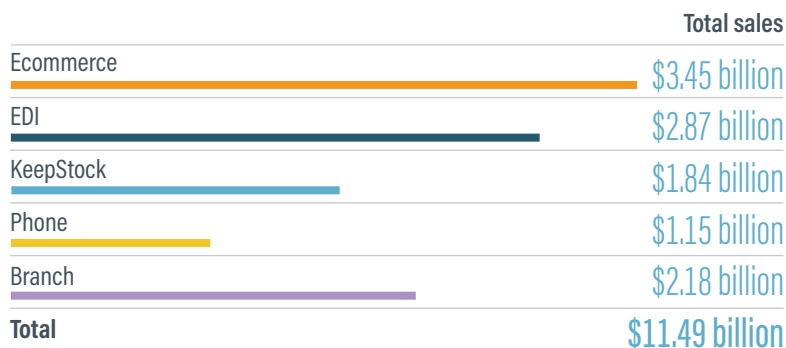
Percent of all Sales

Source: W.W. Grainger Inc. 2019 annual report. KeepStock are sales generated through the company's information management system

of ecommerce sales excluding safety and janitorial products remained relatively consistent with prior quarters."

On a Q3 earnings call, president and CEO Erik Gershwind said MSC will increase its reliance on ecommerce and other digital technologies to deliver value to customers. "I think what does change in a post-COVID world is how we go about delivering that value proposition. So for instance, certainly ecommerce has already—generally we're at 60%-plus electronic commerce" he told analysts. "That number is likely to grow and we'll continue investing there."

In 2020, total distributor sales are likely to decline and B2B ecommerce sales will grow. But not nearly as fast as in 2019. In fact, growth in B2B ecommerce in 2020 will be reduced by at least one-half the growth rate of the previous year, based on an analysis of data by DC360 B2B. For starters, overall distributor sales have been decreasing. In 2018, total sales grew year over year by about 7% and reached $5.937 trillion, according to data from the Commerce Department. But in 2019, total distributor sales were flat and grew by

just under 1% to $5.975 trillion, the department says.

In 2020, total distributor sales already were falling, according to the Commerce Department. For the first seven months of the year total distributors sales declined about 7% to $3.236 trillion from $3.485 trillion for January through July 2019, the department says. Based on a decline of about 4% for the remaining months of the year, total distributor sales will decline by around 5% to $5.767 trillion, according to a projection by DC360 B2B.

B2B ecommerce also will grow at a slower rate, mainly because of the unevenness in distributor vertical markets, based on a projection by Digital Commerce 360 B2B. In 2020, all digital sales—which include diverse channels such as electronic data interchange, ecommerce sites, log-in portals, marketplaces, e-procurement and private internet networks such as SAP Ariba—will grow by 1.6% to an estimated $2.61 trillion from $2.57 trillion in 2019.

About 25% (21.8%, or $87.0 billion) of the $400 million in new digital sales across all channels in 2020 will

come from B2B ecommerce, which will grow 10% to $957.0 billion in 2021 from $870 billion in 2019, according to a projection by DC360 B2B.

B2B ecommerce industry analysts and distributors also are anticipating lower business-to-business ecommerce growth in 2020. "There will be lower sales," says Forrester Research analyst Joe Cicman. "It's in lock-step with the economy at large. In aggregate, it's a function of demand destruction."

State Electric Supply Co., a 67-year-old regional distributor of electrical, data communications and power transmission products, is bracing for a decline in sales this year—but also taking steps to return to more aggressive growth online in 2021, says vice president of ecommerce Dave Gravely. "2020 will no doubt be a down year, but we did see a resurgence in July, with each month after getting slightly better," he says. "When 2020 closes we anticipate being down around 7 to 8%, if we don't see a setback—which is not bad when you consider the disaster April, May and June were."

The distributor, which sells products through an ecommerce site and 44 physical branch locations in seven states—Illinois, Kentucky, Ohio, Pennsylvania, North Carolina, Virginia and West Virginia—says ecommerce sales this year have varied widely from market to market. "We are seeing some customer segments doing well, construction is coming back quickly in the Carolinas, where they had a lot of permits and projects planned, they are getting back to business as safely and rapidly as possible," Gravely says. "The energy segment, is not doing so well, it was heading in the wrong direction and COVID accelerated that."

As the company moves further into the fourth quarter and then into 2021, State Electric's primary goal is achieving the same level of total and ecommerce sales next year that the organization attained in 2019. "We think 2021 will be back to our 2019 level plus a slight increase," Gravely says. "When asked by our vendors about 2021, we are telling them we will be back to 2019 numbers in 2021—which oddly enough is a good thing at this point."

Growth online between distributors remains uneven in large part because several industries were declared essential by the federal government to operate as normally as possible during the pandemic, while other companies and other market segments were declared non-essential and forced to curb operations or close down entirely.

A prime example is Watsco Inc., a prominent distributor of heating, ventilation and air-conditioning (HVAC) supplies. While a slowing U.S. economy has shuttered all or big portions of major industries, Watsco is reporting growing business-to-business ecommerce sales in part because HVAC supplies were earmarked as an essential industry. "Local authorities in our markets have deemed our industry as essential," Watsco CEO Albert Nahmad told Wall Street analysts on a recent company quarterly earnings call. "Our branches are open, providing needed products and services to our contractor customers."

First six months of 2020, ecommerce sales for Watsco increased at a nice clip even as total sales grew more modestly. For the first six months of the year, total sales increased about 3% to $2.36 billion from $2.20 billion in the first six months of 2019. But ecommerce grew nearly seven times faster and totaled about $810.2 million from January through June of 2020 compared with $667.9 million in the first six months of 2019. Those ecommerce sales are based on a pair of metrics from Watsco, which noted that online sales accounted for about one-third of all sales in the first half of 2020 vs. 29% in the first six months of 2019. "Ecommerce sales continued to grow at a faster pace than overall growth," the company says.

While the distributor rides out the coronavirus, it is rapidly deploying a more aggressive digital strategy, including launching curbside pickup at its 560 distribution centers and branch locations, expanding its online inventory to about 700,000 SKUs and growing the use of its mobile app, which now totals 100,000 downloads. "Adoption and use of our mobile apps and ecommerce platforms have increased significantly, as more customers use our technology," Nahmad told Wall Street analysts on the company's second-quarter earnings call in July.

A BEVERAGE DISTRIBUTOR EYES 100,000 ECOMMERCE PLATFORM USERS

One of the nation's largest distributors of wine and spirits has a message about B2B ecommerce for its customer base of 282,000 distributors and retailers: "Bottoms up."

For nearly two years, Miami-based Southern Glazer's Wine & Spirits LLC has been developing a holistic ecommerce platform it calls Proof. Now the distributor, which does business in 44 states, has rolled out an array of new ecommerce features designed to let beverage retailers and distributors more easily and efficiently place and manage orders online, says chief commercial officer John Wittig. "We wanted to digitize the space," he says.

The latest updates to Proof let Southern's clients search for products by broader criteria, including brand, grape variety, price, type of container, value-added packaging and other specifications, such as whether Southern classifies a product as organic or kosher. The new features further give registered users the ability to view up to two years of past purchases and see open orders, invoices, credits and delivery schedules.

Giving retailers and distributors access to more product data such as third-party product ratings and reviews and beverage sweetness scales also was important, Wittig says. "Our suppliers have been able to reach customers in a whole new way," he says. "Our customers and sales teams are collaborating better than ever."

The Proof platform, which is built on an SAP Hybris ecommerce platform, now known as SAP Commerce Cloud, connects to a Salesforce customer relationship management system, among other back-end software systems and databases. Southern first rolled it out to retailers and distributors about two years ago, the company says. "We started with the customers—they told us they had a need for this," Wittig says.

Southern Glazer's Proof platform currently has about 80,000 users, a number the company expects to build

John Wittig, chief commercial officer,
Southern Glazer's Wine & Spirits, LLC

out to at least 100,000 over the next several months. "We chose to make an investment in ecommerce and apply the resources," Wittig says.

Proof is now available to retailers and distributors in 27 states, the company says.

A range of metrics also shows that Southern Glazer's Wine & Spirits platform is being widely used by customers, the company says.

▶ Currently there are between 12,000 and 18,000 available items as total product inventory, but the total varies by state.

▶ So far this year the Proof digital commerce platform has generated $550 million in total sales and 3,000 to 5,000 daily transactions. The average weekly digital sales volume is $27 million.

▶ Ecommerce is growing at a compound annual rate of 21%. "Our customers are extremely focused in this area and is a service we need to provide to ensure they are successful," Witting says.

Proof's advanced analytics and other database tools will help the distributor's sales force spend less time on outdated manual and paper administrative tasks, and give reps more time to concentrate on customer wants and needs, Wittig says.

"These new tools and teams leverage advanced analytics and insights in order to respond faster and deliver better results for customers and suppliers," Wittig says.

In the near future planned updates include:

▶ Flash sales for customers;

▶ Automated sales capability tools to enable a more consultative selling approach driven by data for Southern Glazer's sales reps;

▶ Punchout and e-procurement for large national account customers.

"As our business moves to being more digital in nature, leveraging technology it is a win for the supplier, SGWS and our customers," he says.

'As our business moves to being more digital in nature, leveraging technology it is a win for the supplier, SGWS and our customers.'

—**John Wittig,** chief commercial officer, Southern Glazer's Wine & Spirits, LLC

DIGITAL
COMMERCE 360 RESEARCH

For many distributors, the unevenness in B2B ecommerce sales in multiple vertical markets created by the coronavirus pandemic threatens to create a permanent digital divide between distributors, wholesalers and wholesalers, says Brian Beck, a managing partner of Enceiba, an agency that helps manufacturers and brands sell through Amazon.com and Amazon Business. "This crisis is widening the digital divide among those who made earlier investments in ecommerce and those that didn't," Beck says. "Some of those that didn't won't survive."

One distributor with big intentions on remaining competitive in the current B2B ecommerce market and in a digital market once past COVID-19 is Systemax Inc., a distributor of a wide range of maintenance, repair and operations (MRO) products and nearly $1 billion in online sales.

Unlike many distributors that operate conventional sales channels such as branches, Systemax sells entirely online. And over the past 18 months Systemax, which grew web sales by 6% to $946.9 million in 2019 from $896.9 million in 2018, has

ANNUAL ECOMMERCE SALES FOR SYSTEMAX

● Ecommerce sales   ● Growth

2019	2018	2017	2016
$946.9 million │ 5.6%	$896.9 million │ 13.3%	$791.8 million │ 5.1%	$753.1 million │ N/A
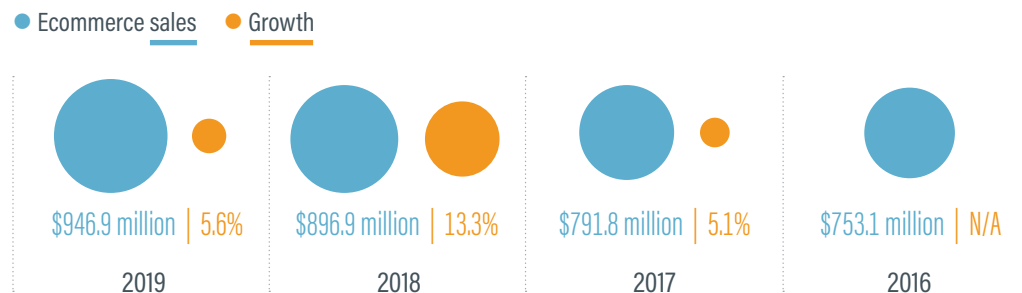
Source: Systemax Inc. annual reports

been reinventing big parts of its business. In January, Systemax rolled out an updated ecommerce site for GlobalIndustrial.com, a B2B website which sells a variety of industrial products ranging from electrical and lighting products to vehicle maintenance.

The updated GlobalIndustrial.com, which Systemax rolled out in November 2019, features a variety of new ecommerce tools and applications aimed at speeding up order selection, purchasing and fulfillment, says Systemax chief information officer Manoj Shetty.

"With the introduction of advanced features and functionalities, customers will have more control in conducting their online order and service-related tasks, which will deliver a faster, richer and seamless online experience," he says.

Included in the new website updates are features that enable customers to expedite product returns for less-than-truck-load and small parcel shipments. These features include an instant call-back service to schedule pick-up and complete a product return, and an advanced tracking tool for monitoring the returns process.

Other new features include faster reordering of such products as janitorial and maintenance supplies and speedier access to information on replacement parts or products now listed with a customer's order history or on the product detail page.

In 2020, growth for Systemax has been in decline, as it has for many distributors. For the six months ended June 30, sales for the distributor declined by 2.4% to $469.4 vs. $480.8 million for the first six

months of 2019. "The economic environment remains challenging, and further disruption is possible as our customers continue to work through the effects of the pandemic," CEO Barry Litwin told analysts on a recent earnings call.

To drive sales higher, Systemax has been working to help customers quickly procure hard-to-find PPE products. In September, Systemax also rolled a three-part initiative called "Ready, Set" to help businesses better cope with planning and managing their way through the pandemic—and researching and finding the products they need.

"Throughout 2020, we have focused on helping customers restore their facilities to facilitate a safe return to work, with the ultimate goal of rebounding their businesses," says Systemax chief marketing officer Klaus Werner. "With an assortment of more than 1.7 million products, a national distribution footprint, extensive product knowledge, and outstanding customer service, Global Industrial remains well-positioned to help our business, government, and educational customers successfully

manage the impact of the pandemic and grow." Global Industrial is an arm of Systemax that sells industrial and commercial supplies throughout North America.

Systemax believes its renewed and diversified approach to ecommerce will keep the distributor "competitive" in 2020 and beyond, Litwin says. "Our ecommerce-centric foundation provides a competitive advantage that differentiates us from retail-focused distributors," he told analysts. "We're making further investments in both digital and marketing capabilities, including new resources and talent, which will further accelerate our digital capabilities and drive sales efficiency over time."

But better digital technology alone won't get distributors through what looks to be another tough stretch of slower economic activity and potentially more local and regional lockdowns, or partial lockdowns, through mid-2021, say ecommerce analysts.

DISTRIBUTOR ECOMMERCE SITES HAVE ROOM FOR IMPROVEMENT

How would you grade the overall experiences you have had to date when researching and buying from B2B sites over the past 6 months?

A = Excellent	B = Good	C = Average	D = Fair	E = Poor
19%	49%	22%	9%	0%
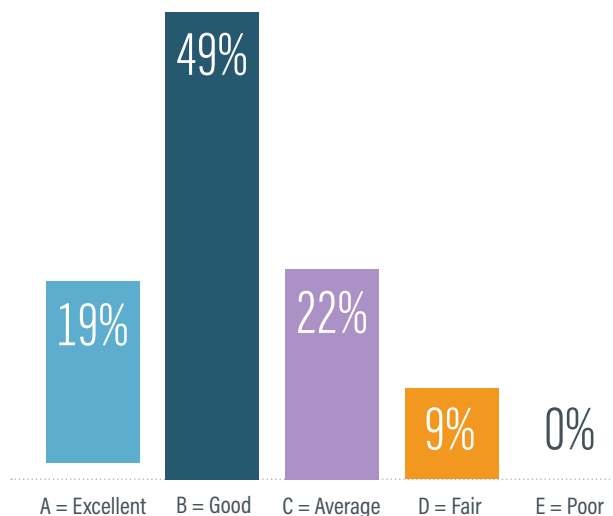
Source: 2020 B2B Buyer Survey

WHAT MAKES B2B BUYERS GO ELSEWHERE

What have been your biggest frustrations in B2B buying online over the past year? Multiples allowed

Products unavailable or hard to find on a B2B ecommerce site	59%
Insufficient or inaccurate information on products	60%
Purchasing process takes too long	41%
Lack of personalized content	25%
Difficulty in getting customer service	44%
Lack of an easy way to route pending order for authorization	21%
Inability to ship/bill order to multiple locations	27%
Lack of payment options	22%
None of the above	4%

Source: 2020 B2B Buyer Survey

The pandemic has permanently shifted more business buyer behavior online and accelerated the growth of B2B ecommerce. When COVID-19 forced many companies to begin a rapid transition from an office to an at-home work environment earlier this spring, there was an immediate uptick in online business purchasing. Many traditional purchasing channels such as distributor branches were shuttered as a result of the pandemic. But one channel remained open: digital commerce. Today, 51% of all companies purchase 50% or more of their goods and services online, according to a new survey of about 85 purchasing executives conducted in July and August 2021 by Digital Commerce 360 B2B.

COVID-19 also is accelerating the rate at which B2B organizations of all sizes will purchase online in 2021. Nearly 82% of business buyers will purchase more over the web, including 35.3% "significantly" more, according to the DC360 B2B survey.

WHAT MATTERS MOST TO B2B BUYERS
Over the past year, how important were each of these when selecting B2B websites?

	Very important	Somewhat important	Neither important nor unimportant	Somewhat unimportant	Not at all important
Price	68%	29%	1%	1%	0%
Brand perception and trust	65%	34%	1%	0%	0%
Getting a quick overview of the assortment	44%	46%	11%	0%	0%
Prior relationship with the company	25%	33%	28%	11%	4%
User friendly purchasing experience	49%	45%	5%	1%	0%
Specialized content that aides in decision-making (profilers, configurators, etc.)	45%	41%	13%	1%	0%
Ease of finding product via search and navigation	65%	27%	8%	0%	0%
Richness of product information and imagery	53%	40%	7%	0%	0%
Product videos	22%	45%	25%	7%	1%
Customer reviews	41%	39%	15%	4%	1%
Efficiency of checkout experience (1-click check out)	40%	40%	14%	6%	0%
Personalized experiences based on past purchases and browse behavior	31%	39%	26%	5%	0%
Augmented reality/virtual reality in product display	18%	19%	36%	14%	13%

Figures may not add up to 100% due to rounding.
Source: 2020 B2B Buyer Survey

DIGITAL RESEARCH
COMMERCE 360

"The reality is that distributors and wholesalers with ecommerce in place are managing better than ones without," says Karie Daudt, senior commerce consultant with digital transformation consulting firm Perficient Digital. "The high demand is making it challenging for companies that underinvested in the digital channel in the past. Even digitally mature companies are having to make changes to adapt to demand."

GIVING BUSINESS BUYERS WHAT THEY WANT
Over the past year, how important were each of the following functions when selecting B2B websites?

	Very important	Somewhat important	Neither important nor unimportant	Somewhat unimportant	Not at all important
Ability to pay online	72%	21%	5%	1%	1%
Payment Options (PO, Leasing, PayPal, line of credit, GSA)	60%	24%	11%	1%	5%
Bulk pricing	41%	39%	13%	4%	4%
An EDI connection	24%	26%	25%	13%	13%
Accessible and stored profile data	33%	40%	20%	5%	2%
Ability to order through an online sales portal	47%	38%	14%	0%	1%
Integration with a supplier's ERP, CRM and supply chain	31%	34%	22%	7%	6%
IoT-based systems for ordering products	22%	27%	28%	12%	11%
Voice-activated ordering	16%	12%	33%	13%	26%

Figures may not add up to 100% due to rounding.
Source: 2020 B2B Buyer Survey

DIGITAL RESEARCH
COMMERCE 360

2020 DISTRIBUTOR 300

COMPANY	WEBSITE URL	B2B DISTRIBUTOR WEB SALES AS % OF TOTAL	INDUSTRY	PARENT COMPANY
Bulbs.com	Bulbs.com	100%	Electrical/Electronics	Bulbs.com
Systemax Inc.	Systemax.com	100%	MRO/Industrial	Systemax Inc.
Sustainable Supply Co. LLC	SustainableSupply.com	100%	Janitorial/Sanitary Supplies	Sustainable Supply Co. LLC
MSC Industrial Supply	MSCDirect.com	Over 60%	MRO/Industrial	MSC Industrial Direct Co. Inc.
W.W. Grainger Inc.	Grainger.com	Over 60%	MRO/Industrial	W.W. Grainger Inc.
Airgas Inc.	Airgas.com	Over 25%	MRO/Industrial	Air Liquide Co.
Anixter Inc.	Anixter.com	Over 25%	Electrical/Electronics	Anixter Inc.
Applied Industrial Technologies Inc.	Applied.com	Over 25%	MRO/Industrial	Applied Industrial Technologies Inc.
Arrow Electronics Inc.	Arrow.com	Over 25%	Electrical/Electronics	Arrow Electronics Inc.
Avnet Inc.	Avnet.com	Over 25%	Semiconductor	Avnet Inc.
Ben E. Keith Co.	BenEKeith.com	Over 25%	Food/Beverage	Ben E. Keith Co.
Best Buy Business	BestBuy.com	Over 25%	Office Supply	Best Buy Co. Inc.
Border States Industries Inc.	BorderStates.com	Over 25%	Electrical/Electronics	Border States Industries Inc.
Brady Corp.	BradyID.com	Over 25%	Office Supply	Brady Corp.
CDW LLC	M.CDW.com	Over 25%	Electrical/Electronics	CDW LLC

DIGITAL RESEARCH
COMMERCE 360

COMPANY	WEBSITE URL	B2B DISTRIBUTOR WEB SALES AS % OF TOTAL	INDUSTRY	PARENT COMPANY
Cintas Corp.	Cintas.com	Over 25%	Janitorial/Sanitary Supplies	Cintas Corp.
Dell Inc.	Dell.com	Over 25%	Electrical/Electronics	Dell Technologies Inc.
Deluxe Corp.	Deluxe.com	Over 25%	Promotional Products	Deluxe Enterprise Operation
Digi-Key Electronics	DigiKey.com	Over 25%	Semiconductor	Digi-Key Corp.
DistributionNOW	Shop.DNow.com	Over 25%	MRO/Industrial	NOW Inc.
Electrocomponents Plc.	ElectroComponents.com	Over 25%	Electrical/Electronics	Electrocomponents Plc.
F.W. Webb Co.	Ordering.FWWebb.com	Over 25%	MRO/Industrial	F.W. Webb Co.
Fastenal Co.	Fastenal.com	Over 25%	MRO/Industrial	Fastenal Co.
Ferguson Enterprises LLC	Ferguson.com	Over 25%	Janitorial/Sanitary Supplies	Ferguson Enterprises LLC
Food Services of America	FSAfood.com	Over 25%	Food/Beverage	Food Services of America
Future Electronics	FutureElectronics.com	Over 25%	Semiconductor	Future Electronics
Genuine Parts Co.	NapaOnline.com	Over 25%	Automotive	Genuine Parts Co.
Gordon Food Service	GFS.com	Over 25%	Food/Beverage	Gordon Food Service
Graybar Services Inc.	Graybar.com	Over 25%	Electrical/Electronics	Graybar Services Inc.
HD Supply Inc.	HDSupply.com	Over 25%	Electrical/Electronics	HDS IP Holding LLC

COMPANY	WEBSITE URL	B2B DISTRIBUTOR WEB SALES AS % OF TOTAL	INDUSTRY	PARENT COMPANY
Henry Schein Inc.	HenrySchein.com	Over 25%	Medical/Dental	Henry Schein Inc.
Home Depot U.S.A. Inc.	SupplyWorks.com	Over 25%	Janitorial/Sanitary Supplies	Home Depot U.S.A. Inc.
IDI Independent Distributors Inc.	IDInd.com	Over 25%	MRO/Industrial	IDI Independent Distributors Inc.
Insight	Insight.com	Over 25%	Electrical/Electronics	Insight
Interline Brands Inc.	HomeDepotPro.com	Over 25%	Janitorial/Sanitary Supplies	The Home Depot Pro
Johnstone Supply	JohnstoneSupply.com	Over 25%	Plumbing/HVAC	Johnstone Supply
Kele Inc.	Kele.com	Over 25%	Plumbing/HVAC	Kele Inc.
Locke Supply Co.	LockeSupply.com	Over 25%	Plumbing/HVAC	Locke Supply Co.
Maines Paper & Food Service Inc.	Maines.net	Over 25%	Food/Beverage	Maines Paper & Food Service Inc.
McKesson Corp.	McKesson.com	Over 25%	Medical/Dental	McKesson Corp.
McMaster-Carr Supply Co.	McMaster.com	Over 25%	MRO/Industrial	McMaster-Carr Supply Co.
Meritor Inc.	MeritorBullPen.com	Over 25%	Automotive	Meritor Inc.
Motion Industries Inc.	MotionIndustries.com	Over 25%	MRO/Industrial	Motion Industries Inc.
Mouser Electronics Inc.	Mouser.com	Over 25%	Semiconductor	Berkshire Hathaway
Newark Element14	Newark.com	Over 25%	Semiconductor	Premier Farnell Ltd.

DIGITAL RESEARCH
COMMERCE 360

COMPANY	WEBSITE URL	B2B DISTRIBUTOR WEB SALES AS % OF TOTAL	INDUSTRY	PARENT COMPANY
NXP Semiconductor	NXP.com	Over 25%	Semiconductor	NXP Semiconductor
Office Depot Inc.	OfficeDepot.com	Over 25%	Janitorial/Sanitary Supplies	Office Depot inc.
Owens & Minor Inc.	Owens-Minor.com	Over 25%	Medical/Dental	Owens & Minor Inc.
PC Connection Inc.	Connection.com	Over 25%	Electrical/Electronics	PC Connection Inc.
Qorvo Inc.	Store.Qorvo.com	Over 25%	Semiconductor	Qorvo Inc.
Reinhart Foodservice LLC	RFSDelivers.com	Over 25%	Food/Beverage	Reinhart Foodservice LLC
Renesas Electronics Corp.	Renesas.com	Over 25%	Semiconductor	Renesas Electronics Corp.
Rexel USA Inc.	RexelUSA.com	Over 25%	Electrical/Electronics	Rexel USA Inc.
Rutronik Elektronische Bauelemente GmbH	Rutronik24.com	Over 25%	Electrical/Electronics	Rutronik Elektronische Bauelemente GmbH
Shamrock Foods	ShamrockFoodService.com	Over 25%	Food/Beverage	Shamrock Foods
SHI International Corp.	SHI.com	Over 25%	Electrical/Electronics	SHI International Corp.
Smith & Associates	SmithWeb.com	Over 25%	Electrical/Electronics	Smith & Associates
Southern Glazer's Wine & Spirits LLC	SouthernGlazers.com	Over 25%	Food/Beverage	Southern Glazer Wine & Sprits LLC
Tech Data Corp.	Shop.TechData.com	Over 25%	Electrical/Electronics	Tech Data Corp.
Texas Instruments Inc.	TI.com	Over 25%	Semiconductor	Texas Instruments Inc.

COMPANY	WEBSITE URL	B2B DISTRIBUTOR WEB SALES AS % OF TOTAL	INDUSTRY	PARENT COMPANY
Thermo Fisher Scientific Inc.	ThermoFisher.com	Over 25%	Medical/Dental	Thermo Fisher Scientific Inc.
TTI Inc.	TTIInc.com	Over 25%	Semiconductor	Berkshire Hathaway
US Foods Inc.	USFoods.com	Over 25%	Food/Beverage	US Foods Inc.
Veritiv Corp.	VeritivCorp.com	Over 25%	Janitorial/Sanitary Supplies	Veritiv Corp.
VWR International LLC	US.VWR.com	Over 25%	Specialty	Avantor Inc.
WESCO International Inc.	Buy.Wesco.com	Over 25%	Electrical/Electronics	WESCO International Inc.
Winsupply Inc.	WinsupplyInc.com	Over 25%	Electrical/Electronics	Winsupply Inc.
4imprint Inc.	4imprint.com	10.1-25%	Promotional Products	4imprint Inc.
Abatix Corp.	Abatix.com	10.1-25%	MRO/Industrial	Abatix Property
AC Pro	Store.ACPro.com	10.1-25%	Plumbing/HVAC	AC Pro
Adafruit Industries LLC	Adafruit.com	10.1-25%	Semiconductor	Adafruit Industries LLC
AFT Fasteners	AFTFasteners.com	10.1-25%	Safety	AFT Fasteners
Alaska Industrial Hardware Inc.	AIH.com	10.1-25%	MRO/Industrial	General Hardware Distributors
All Electronics Corp.	AlllElectronics.com	10.1-25%	Semiconductor	All Electronics Corp.
Allied Electronics Inc.	AlliedElec.com	10.1-25%	Semiconductor	Allied Electronics Inc

COMPANY	WEBSITE URL	B2B DISTRIBUTOR WEB SALES AS % OF TOTAL	INDUSTRY	PARENT COMPANY
American Pipe & Supply Co. Inc.	AmericanPipe.com	10.1-25%	Specialty	American Pipe & Supply Co. Inc.
American Tire Distributors Inc.	ATD-us.com	10.1-25%	Automotive	American Tire Distributors Inc.
Ameripipe Supply Inc.	Ameripipe.com	10.1-25%	Pipes/Valves	Ameripipe Supply Inc.
Amsterdam Printing	AmsterdamPrinting.com	10.1-25%	Promotional Products	Holland USA Inc.
Analog Devices Inc.	Analog.com	10.1-25%	Semiconductor	Analog Devices Inc.
Animal Supply Co.	Order.AnimalSupply.com	10.1-25%	Food/Beverage	Animal Supply Co.
Apex Dental Materials Inc.	ApexDentalMaterials.com	10.1-25%	Medical/Dental	Apex Dental Materials Inc.
APEX Industrial Automation LLC	APEXIndustrialAutomation.com	10.1-25%	MRO/Industrial	APEX Industrial Automation LLC
APR Supply Co.	APRSupply.com	10.1-25%	Plumbing/HVAC	APR Supply Co.
Arbill	Shop.Arbill.com	10.1-25%	Safety	Arbill
Arbitech LLC	Arbitech.com	10.1-25%	Electrical/Electronics	Arbitech LLC
Arkansas Mill Supply Co.	ArkansasMill.com	10.1-25%	MRO/Industrial	Arkansas Mill Supply Co.
Arrow Office Supply	Aronet.net	10.1-25%	Office Supply	Arrow Office Supply
Artcraft Promotional Concepts	ProductCatalog.ArtcraftPromos.com	10.1-25%	Promotional Products	Artcraft Promotional Concepts
Auer Steel & Heating Supply Co.	AuerSteel.com	10.1-25%	Plumbing/HVAC	Auer Steel

DIGITAL COMMERCE 360 RESEARCH

COMPANY	WEBSITE URL	B2B DISTRIBUTOR WEB SALES AS % OF TOTAL	INDUSTRY	PARENT COMPANY
AWC Inc.	AWC-Inc.com	10.1-25%	MRO/Industrial	AWC Inc.
Bakersfield Pipe & Supply Inc.	BPSSG.com	10.1-25%	Specialty	Bakersfield Pipe & Supply Inc.
Banner Systems	BannerSystemsMA.com	10.1-25%	Janitorial/Sanitary Supplies	Banner Systems
Bark	BarkShop.com	10.1-25%	Food/Beverage	Bark
Bearing Headquarters Co.	BHQExpress.com	10.1-25%	Specialty	Headco Industries
Becker Safety & Supply	BeckerSafety.com	10.1-25%	Safety	Becker Safety & Supply
Behler-Young Co.	Behler-Young.com	10.1-25%	Plumbing/HVAC	Behler-Young Co.
Bell Electrical Supply	Bell-Electrical.com	10.1-25%	Electrical/Electronics	Bell Electrical Supply
Benco Dental Supply Co.	Benco.com	10.1-25%	Medical/Dental	Benco Dental Supply Co.
Bisco Industries Inc.	BiscoInd.com	10.1-25%	Electrical/Electronics	Bisco Industries Inc.
Black & Co.	BlackandCo.com	10.1-25%	MRO/Industrial	Black & Co.
BlackHawk Industrial	BHID.com	10.1-25%	MRO/Industrial	BlackHawk Industrial
Blair Candy Co. Inc.	BlairCandy.com	10.1-25%	Food/Beverage	Blair Candy Co. Inc.
BNP Media Inc.	SupplyHT.com	10.1-25%	Plumbing/HVAC	BNP Media
BNT Promotional Products	BNTPromo.com	10.1-25%	Promotional Products	BNT Promotional Products

COMPANY	WEBSITE URL	B2B DISTRIBUTOR WEB SALES AS % OF TOTAL	INDUSTRY	PARENT COMPANY
Buffalo Hospital Supply Co.	BuffaloHospital.com	10.1-25%	Medical/Dental	Buffalo Hospital Supply Co.
Business Essentials	Be1SourcePlus.com	10.1-25%	Janitorial/Sanitary Supplies	Business Essentials
Butler Supply Inc.	ButlerSupply.com	10.1-25%	Electrical/Electronics	Butler Supply Inc.
C & S Medical Supply Inc.	CSSupply.net	10.1-25%	Medical/Dental	C & S Supply Co.
Candela Corp.	CandelaCorp.com	10.1-25%	Electrical/Electronics	Candela Corp.
Capital Wholesale Drug Co.	Capital-Drug.com	10.1-25%	Medical/Dental	Capital Wholesale Drug Co.
Cardinal Health Inc.	CardinalHealth.com	10.1-25%	Medical/Dental	Cardinal Health Inc.
Carlton-Bates Co.	CarltonBates.com	10.1-25%	Semiconductor	WESCO International
CBT Co.	CBTCompany.com	10.1-25%	Electrical/Electronics	The Belting Co. of Cincinnati
Chadwell Supply	ChadwellSupply.com	10.1-25%	MRO/Industrial	Chadwell Supply
Chip One Stop Inc.	Chip1Stop.com	10.1-25%	Semiconductor	Arrow Electronics Inc.
City Lighting Products Co.	CityLighting.com	10.1-25%	Electrical/Electronics	City Lighting Products Co.
Cleaning Stuff	CleaningStuff.net	10.1-25%	Janitorial/Sanitary Supplies	Cleaning Stuff
Clint Pharmaceuticals	ClintPharmaceuticals.com	10.1-25%	Medical/Dental	Clint Pharmaceuticals
Colonial Electric Supply	ColonialElectricSupply.com	10.1-25%	Electrical/Electronics	Colonial Electric Supply

DIGITAL COMMERCE 360 RESEARCH

COMPANY	WEBSITE URL	B2B DISTRIBUTOR WEB SALES AS % OF TOTAL	INDUSTRY	PARENT COMPANY
Columbia Pipe & Supply Co.	ColumbiaPipe.com	10.1-25%	Pipes/Valves	Columbia Pipe & Supply Co.
Conney Safety Products	Conney.com	10.1-25%	Safety	WESCO International Inc.
Consolidated Supply Co.	ConsolidatedSupply.com	10.1-25%	Plumbing/HVAC	Consolidated Supply Co.
Cooney Brothers Inc.	CooneyBrothers.com	10.1-25%	Pipes/Valves	Cooney Brothers Inc.
Crawford Supply	CrawfordSupply.com	10.1-25%	Plumbing/HVAC	Crawford Supply
Crescent Electric Supply Co.	Cesco.com	10.1-25%	Electrical/Electronics	Crescent Electric Supply Co.
Creswell Richardson Powering Industry	CreswellRichardson.com	10.1-25%	MRO/Industrial	Creswell Richardson Powering Industry
Cumberland Electronics Strategic Supply Solutions Inc.	CE3SDirect.com	10.1-25%	Electrical/Electronics	Cumberland Electronics Strategic Supply Solutions Inc.
CURT Group	CURTGroup.com	10.1-25%	Automotive	CURT Group
Dakota Supply Group	DakotaSupplyGroup.com	10.1-25%	Electrical/Electronics	Dakota Supply Group
Dalco Enterprises Inc.	Storefront.DalcoOnline.com	10.1-25%	Janitorial/Sanitary Supplies	Dalco Enterprises Inc.
Dawnchem Inc.	DawnChem.com	10.1-25%	Janitorial/Sanitary Supplies	Dawnchem Inc.
Delasco	Delasco.com	10.1-25%	Medical/Dental	Delasco
Denney Electric Supply	DenneyElectricSupply.com	10.1-25%	Electrical/Electronics	Denney Electric Supply

COMPANY	WEBSITE URL	B2B DISTRIBUTOR WEB SALES AS % OF TOTAL	INDUSTRY	PARENT COMPANY
DGI Supply	DGISupply.com	10.1-25%	MRO/Industrial	DoALL Co.
Dickman Supply Inc.	DickmanSupply.com	10.1-25%	Electrical/Electronics	Dickman Supply Inc.
Dillon Supply Co.	DillonSupply.com	10.1-25%	MRO/Industrial	Dillon Supply Co.
DiVal Safety Equipment Inc.	DivalSafety.com	10.1-25%	Safety	DiVal Safety Equipment Inc.
Diverse Electronics Inc.	DiverseElectronics.com	10.1-25%	Electrical/Electronics	Diverse Electronics Inc.
Duncan Supply Co. Inc.	DuncanSupply.com	10.1-25%	Plumbing/HVAC	Duncan Supply Co. Inc.
E. Sam Jones Distributor Inc.	ESamJones-Online.com	10.1-25%	Electrical/Electronics	E. Sam Jones Distributor Inc.
Eastern Industrial Automation	EasternIA.com	10.1-25%	MRO/Industrial	Eastern Industrial Automation
Edge Electronics Inc.	EdgeElectronics.com	10.1-25%	Electrical/Electronics	Edge Electronics Inc.
Electro-Matic Products Inc.	Shop.Electro-Matic.com	10.1-25%	Electrical/Electronics	Electro-Matic Products Inc.
Elliott Electric Supply	ElliottElectric.com	10.1-25%	Electrical/Electronics	Elliott Electric Supply
Engman-Taylor Co. Inc.	Engman-Taylor.com	10.1-25%	MRO/Industrial	Engman-Taylor Co. Inc.
ePromos Promotional Products Inc.	ePromos.com	10.1-25%	Promotional Products	ePromos Promotional Products Inc.
Essendant Inc.	Essendant.com	10.1-25%	MRO/Industrial	Staples Inc.
F&M MAFCO Inc.	Store.FMMAFCO.com	10.1-25%	MRO/Industrial	F&M MAFCO Inc.

COMPANY	WEBSITE URL	B2B DISTRIBUTOR WEB SALES AS % OF TOTAL	INDUSTRY	PARENT COMPANY
Fairmont Supply	FairmontSupply.com	10.1-25%	MRO/Industrial	Fairmont Supply
FarFromBoring	FarFromBoring.com	10.1-25%	Promotional Products	FarFromBoring
Femme Promo	FemmePromo.com	10.1-25%	Promotional Products	Femme Custom
First Medical Inc.	FirstMedicalInc.com	10.1-25%	Medical/Dental	First Medical Inc.
Foley Distributing Corp.	FoleyDistributing.com	10.1-25%	Janitorial/Sanitary Supplies	Foley Distributing Corp.
Garvin Industries	GarvinIndustries.com	10.1-25%	Electrical/Electronics	Garvin Industries
George T. Sanders Co.	GTSanders.com	10.1-25%	Plumbing/HVAC	George T. Sanders Co.
Gericare Medical Supply Inc.	GericareMedicalSupply.com	10.1-25%	Medical/Dental	Gericare Medical Supply Inc.
Global Industrial	GlobalIndustrial.com	10.1-25%	MRO/Industrial	Global Equipment Co. Inc.
Gopher Electronics Co.	GopherElectronics.com	10.1-25%	Electrical/Electronics	Gopher Electronics Co.
Grizzly Industrial Inc.	Grizzly.com	10.1-25%	MRO/Industrial	Grizzly Industrial Inc.
Grogan's Healthcare Supply	Grogans.com	10.1-25%	Medical/Dental	Grogan's Healthcare Supply
Haggard & Stocking Associates	Haggard-Stocking.com	10.1-25%	Safety	Haggard & Stocking Associates
Hanes Supply Inc.	HanesSupply.com	10.1-25%	MRO/Industrial	Hanes Supply Inc.
Heilind Electronics Inc.	EStore.Heilind.com	10.1-25%	Electrical/Electronics	Heilind Electronics Inc.

DIGITAL COMMERCE 360 RESEARCH

COMPANY	WEBSITE URL	B2B DISTRIBUTOR WEB SALES AS % OF TOTAL	INDUSTRY	PARENT COMPANY
Hercules Industries Inc.	HerculesIndustries.com	10.1-25%	Plumbing/HVAC	Hercules Industries Inc.
Hill & Markes Inc.	HillNMarkes.com	10.1-25%	Janitorial/Sanitary Supplies	Hill & Markes Inc.
Hirsch Pipe & Supply Co. Inc.	Hirsch.com	10.1-25%	Plumbing/HVAC	Hirsch Pipe & Supply Co. Inc.
Hisco Inc.	Hisco.com	10.1-25%	MRO/Industrial	Hisco Inc.
HSG Safety Supplies Inc.	HSGSafety.com	10.1-25%	Safety	HSG Safety Supplies Inc.
Hubbard Supply Co.	Shop.HubbardSupply.com	10.1-25%	MRO/Industrial	Hubbard Supply Co.
Hydradyne LLC	HydradyneLLC.com	10.1-25%	MRO/Industrial	Parker Hannifin
Ideal Supply Co.	Ideal-Supply.com	10.1-25%	Pipes/Valves	Ideal Supply Co.
Industrial & Construction Enterprises Inc.	I-C-E-Inc.com	10.1-25%	MRO/Industrial	Industrial & Construction Enterprises Inc.
Industrial Mill & Maintenance Supply	IndustrialMill.com	10.1-25%	MRO/Industrial	Industrial Mill & Maintenance Supply
Industrial Supply Co.	IndSupply.com	10.1-25%	MRO/Industrial	Industrial Supply Co.
Irby	Irby.com	10.1-25%	Electrical/Electronics	Sonepar USA
JAM Paper & Envelope	JAMPaper.com	10.1-25%	Office Supply	Hudson Envelope Corp.
JD Distributors Inc.	JDDist.com	10.1-25%	Office Supply	JD Distributors inc.
K & M Electric Supply Inc.	KMElectric.com	10.1-25%	Electrical/Electronics	K & M Electric Supply Inc.

DIGITAL RESEARCH
COMMERCE 360

COMPANY	WEBSITE URL	B2B DISTRIBUTOR WEB SALES AS % OF TOTAL	INDUSTRY	PARENT COMPANY
Kaman Corp.	EC.KamanDirect.com	10.1-25%	Electrical/Electronics	Kaman Corp.
Kelsan	Kelsan.biz	10.1-25%	Janitorial/Sanitary Supplies	Kelsan
Kendall Electric	Shop.KendallElectric.com	10.1-25%	Electrical/Electronics	The Kendall Group Inc.
Kensington Electronics Inc.	Ecommerce.Keiconn.com	10.1-25%	Electrical/Electronics	Kensington Electronics Inc.
Kimball Midwest	KimballMidwest.com	10.1-25%	MRO/Industrial	Kimball Midwest
Kirby Risk Electrical Supply	KirbyRisk.com	10.1-25%	Electrical/Electronics	Kirby Risk Corp.
Laun-Dry Supply	LD-Supply.com	10.1-25%	Janitorial/Sanitary Supplies	LD-Supply Co.
Lawson Products Inc.	LawsonProducts.com	10.1-25%	MRO/Industrial	Lawson Products Inc.
Leff Electric	LeffElectric.com	10.1-25%	Electrical/Electronics	Leff Electric
Levitt-Safety Ltd.	Store.Levitt-Safety.com	10.1-25%	Safety	Levitt-Safety Ltd.
LiveActionSafety LLC	LiveActionSafety.com	10.1-25%	Safety	LiveActionSafety LLC
Lynn Medical	LynnMed.com	10.1-25%	Medical/Dental	Lynn Medical
Madison Electric Co.	StoreFront.MadisonElectric.com	10.1-25%	Electrical/Electronics	Madison Electric Co.
Magid Glove & Safety Manufacturing Co. LLC	MagidGlove.com	10.1-25%	Safety	Magid Glove & Safety Manufacturing Co. LLC

COMPANY	WEBSITE URL	B2B DISTRIBUTOR WEB SALES AS % OF TOTAL	INDUSTRY	PARENT COMPANY
Main Electric Supply Co.	Shop.MainElectricSupply.com	10.1-25%	Electrical/Electronics	Main Electric Supply Co.
Mallory Co.	MalloryCo.com	10.1-25%	Safety	Mallory Co.
Marshall E. Campbell Co.	MECampbell.com	10.1-25%	Electrical/Electronics	Marshall E. Campbell Co.
Martin Supply	MartinSupply.com	10.1-25%	MRO/Industrial	Martin Supply
Master Electronics	MasterElectronics.com	10.1-25%	Semiconductor	Master Electronics
Mayer Electric Supply Co. Inc.	MayerElectric.com	10.1-25%	Electrical/Electronics	Mayer Electric Supply Co. Inc.
McNaughton-McKay Electric Co.	Mc-Mc.com	10.1-25%	Electrical/Electronics	McNaughton-McKay Electric Co.
Medical Device Depot Inc.	MedicalDeviceDepot.com	10.1-25%	Medical/Dental	Medical Device Depot Inc.
Medical Resources	MedicalResources.com	10.1-25%	Medical/Dental	EOI Inc.
Medler Electric Co.	Mobile.MedlerElectric.com	10.1-25%	Electrical/Electronics	Medler Electric Co.
Medline Industries Inc.	Medline.com	10.1-25%	Medical/Dental	Medline Industries Inc.
Mesa Equipment & Supply Co.	MesaEquipment.com	10.1-25%	Specialty	Mesa Equipment & Supply Co.
Mid-Coast Electric Supply Inc.	MCESI.com	10.1-25%	Electrical/Electronics	Mid-Coast Electric Supply Inc.
Midwest Unlimited	MidwestUnlimited.com	10.1-25%	Safety	Midwest Unlimited
Mission Restaurant Supply	MissionRS.com	10.1-25%	Janitorial/Sanitary Supplies	Mission Restaurant Supply

COMPANY	WEBSITE URL	B2B DISTRIBUTOR WEB SALES AS % OF TOTAL	INDUSTRY	PARENT COMPANY
Monoprice Inc.	Monoprice.com	10.1-25%	Electrical/Electronics	YFC-BonEagle Electronic Tech Co. Ltd.
Myron Corp.	Myron.com	10.1-25%	Promotional Products	Myron Corp.
Nashville Dental Inc.	NashvilleDental.com	10.1-25%	Medical/Dental	Nashville Dental Inc.
North Coast Electric Co.	NorthCoastElectric.com	10.1-25%	Electrical/Electronics	North Coast Electriy Co.
Northern Safety Co. Inc.	NorthernSafety.com	10.1-25%	Safety	Northern Safety Co. Inc.
O.K. Industrial Supply	OKIndustrial.com	10.1-25%	MRO/Industrial	O.K. Industrial Supply
Office Mart	OfficeMart.com	10.1-25%	Office Supply	Prime Office Supplies LLC
OfficeSupply.com	OfficeSupply.com	10.1-25%	Office Supply	Discount Office Items Inc.
Oliver H. Van Horn Co. LLC	OHVanHorn.com	10.1-25%	MRO/Industrial	Wurth Group
Omni Cable Corp.	OmniCable.com	10.1-25%	Electrical/Electronics	Omni Cable Corp.
ORR Safety	ORRSafety.com	10.1-25%	Safety	ORR Safety
PACE Supply Corp.	PaceSupply.com	10.1-25%	Plumbing/HVAC	PACE Supply Corp.
Parish Maintenance Supply	Parish-Supply.com	10.1-25%	Janitorial/Sanitary Supplies	Parish Maintenance Supply
Parkway Dental Services	ParkwayDental.com	10.1-25%	Medical/Dental	Parkway Dental Services
PCM Inc.	PCM.com	10.1-25%	Electrical/Electronics	PCM Sales Inc.

DIGITAL RESEARCH
COMMERCE 360

COMPANY	WEBSITE URL	B2B DISTRIBUTOR WEB SALES AS % OF TOTAL	INDUSTRY	PARENT COMPANY
PEI-Genesis	PEIGenesis.com	10.1-25%	Semiconductor	PEI-Genesis
Penn Jersey Paper Co.	PJPMarketPlace.com	10.1-25%	Janitorial/Sanitary Supplies	Penn Jersey Paper Co.
Performance Health	PerformanceHealth.com	10.1-25%	Medical/Dental	Performance Health
Pettus Office Products	PettusOP.com	10.1-25%	Janitorial/Sanitary Supplies	Pettus Office Products
Philip Rosenau Co. Inc.	PhilipRosenau.com	10.1-25%	Janitorial/Sanitary Supplies	Philip Rosenau Co. Inc.
Pinnacle Promotions	PinnaclePromotions.com	10.1-25%	Promotional Products	Pinnacle Promotions
Poppin Inc.	Poppin.com	10.1-25%	Office Supply	Poppin Inc.
Porter's Office Products	Shop.PortersOP.com	10.1-25%	Office Supply	Porter's Office Products
Powell Electronics Inc.	Powell.com	10.1-25%	Electrical/Electronics	Powell Electronics Inc.
Power & Telephone Supply Co.	PTSupply.com	10.1-25%	Electrical/Electronics	Power & Telephone Supply Co.
Powertech Controls Co. Inc.	PowertechControls.com	10.1-25%	Electrical/Electronics	Powertech Controls Co. Inc.
Practicon Inc.	Practicon.com	10.1-25%	Medical/Dental	Practicon Inc.
Preferred Medical	PreferredMedical.com	10.1-25%	Medical/Dental	NDC Co.
Premier Promotional Products	PPromoP.com	10.1-25%	Promotional Products	Premier Promotional Products
Production Tool Supply	PTS-Tools.com	10.1-25%	MRO/Industrial	Production Tool Supply

DIGITAL COMMERCE 360 RESEARCH

COMPANY	WEBSITE URL	B2B DISTRIBUTOR WEB SALES AS % OF TOTAL	INDUSTRY	PARENT COMPANY
Projections Unlimited Inc.	ShopPUI.com	10.1-25%	Electrical/Electronics	Projections Unlimited Inc.
Quality Mill Supply Co. Inc.	QualityMill.com	10.1-25%	MRO/Industrial	Quality Mill Supply Co. Inc.
Quill LLC	Quill.com	10.1-25%	Office Supply	Quill LLC
R.E. Michel Co. LLC	REMichel.com	10.1-25%	Plumbing/HVAC	R.E. Michel Co. LLC
R.S. Hughes Co. Inc.	RSHughes.com	10.1-25%	MRO/Industrial	R.S. Hughes Co. Inc.
Renco Corp.	RencoCorp.com	10.1-25%	Safety	Renco Corp.
Revere Electric Supply Co.	RevereElectric.com	10.1-25%	Electrical/Electronics	Revere Electric Supply Co.
RFMW Ltd.	RFMW.com	10.1-25%	Semiconductor	RFMW Ltd.
Richards Supply	RichardsSupply.com	10.1-25%	MRO/Industrial	Richards Supply
Richardson Electronics Ltd.	Rell.com	10.1-25%	Electrical/Electronics	Richardson Electronics Ltd.
Richardson RFPD Inc.	RichardsonRFPD.com	10.1-25%	Semiconductor	Arrow Electronics Inc.
Ritz Safety LLC	RitzSafety.com	10.1-25%	Safety	Ritz Safety LLC
Robert Madden Industries Ltd.	RMadden.com	10.1-25%	Plumbing/HVAC	Robert Madden Industries LTD
Ryan Herco Flow Solutions	RHFS.com	10.1-25%	MRO/Industrial	SunSource
S.L. Fusco Inc.	SLFusco.com	10.1-25%	MRO/Industrial	S.L. Fusco Inc.

DIGITAL RESEARCH
COMMERCE 360

COMPANY	WEBSITE URL	B2B DISTRIBUTOR WEB SALES AS % OF TOTAL	INDUSTRY	PARENT COMPANY
Safety Gear Pro	SafetyGearPro.com	10.1-25%	Safety	Safety Gear Pro
Safety Glasses USA	SafetyGlassesUSA.com	10.1-25%	Safety	Safety Glasses USA
Sager Electronics	Sager.com	10.1-25%	Electrical/Electronics	Sager Electronics
Scott's Dental Supply	ScottsDental.com	10.1-25%	Medical/Dental	Scott's Dental Supply
Severstal	Market.Severstal.com	10.1-25%	MRO/Industrial	Severstal
Shively Bros.	IBuyShivelySupply.com	10.1-25%	MRO/Industrial	Shively Bros.
Sid Harvey Industries	SidHarvey.com	10.1-25%	MRO/Industrial	Sid Harvey Industries
Sigler Wholesale Distributors	Siglers.com	10.1-25%	Plumbing/HVAC	Russell Sigler
Source Supply Co.	SourceSupplyCompany.com	10.1-25%	Janitorial/Sanitary Supplies	Source Supply Co.
Southern Computer Warehouse	SCW.com	10.1-25%	Electrical/Electronics	Southern Computer Warehouse
Southern Pipe & Supply	SouthernPipe.com	10.1-25%	Plumbing/HVAC	Southern Pipe & Supply
Sparkfun Electronics	Sparkfun.com	10.1-25%	Semiconductor	Sparkfun Electronics
State Electric Supply Co.	StateElectric.com	10.1-25%	Electrical/Electronics	State Electric Supply Co.
Stauffer Glove & Safety	My.StaufferSafety.com	10.1-25%	Safety	Stauffer Glove & Safety
Stellar Industrial Supply Inc.	StellarIndustrial.com	10.1-25%	MRO/Industrial	Stellar Industrial Supply Inc.
Steven Engineering Inc.	StevenEngineering.com	10.1-25%	Electrical/Electronics	Steven Engineering inc.

DIGITAL COMMERCE 360 RESEARCH

COMPANY	WEBSITE URL	B2B DISTRIBUTOR WEB SALES AS % OF TOTAL	INDUSTRY	PARENT COMPANY
Summit Electric Supply Co. Inc.	Summit.com	10.1-25%	Electrical/Electronics	Summit Electric Supply Co. Inc.
SunSource	SunSourceConnect.com	10.1-25%	MRO/Industrial	SunSource
Symmetry Electronics Corp.	SemiConductorStore.com	10.1-25%	Electrical/Electronics	TTI Inc.
Taitron Components Inc.	TaitronComponents.com	10.1-25%	Semiconductor	Taitron Components Inc.
Tartan Supply	TartanSupplyDirect.com	10.1-25%	Janitorial/Sanitary Supplies	Tartan Supply
Tenaquip Ltd.	Tenaquip.com	10.1-25%	MRO/Industrial	Tenaquip Ltd.
Tenaquip Ltd.	SoftChoice.com	10.1-25%	Electrical/Electronics	Soft Choice
Texas America Safety Co.	Tasco-Safety.com	10.1-25%	Safety	Texas America Safety Co.
The Reynolds Co.	ReynoldsOnline.com	10.1-25%	Electrical/Electronics	The Reynolds Co.
Trio Supply Co.	Catalog.TrioSupply.com	10.1-25%	Janitorial/Sanitary Supplies	Trio Supply Co.
Turner Supply Co.	TurnerSupply.com	10.1-25%	MRO/Industrial	Turner Supply Co.
Turtle & Hughes Inc.	Turtle.com	10.1-25%	Electrical/Electronics	Turtle & Hughes Inc.
Twin City Janitor Supply	TCJSupply.com	10.1-25%	Janitorial/Sanitary Supplies	Twin City Janitor Supply
Twist Office Products	TwistOP.com	10.1-25%	Office Supply	Twist Office Products
Ultimate Dental	UltimateDental.com	10.1-25%	Medical/Dental	Ultimate Dental
Unisan	Unisan.com	10.1-25%	Janitorial/Sanitary Supplies	Unisan

DIGITAL COMMERCE 360 RESEARCH

COMPANY	WEBSITE URL	B2B DISTRIBUTOR WEB SALES AS % OF TOTAL	INDUSTRY	PARENT COMPANY
United States Medical Supply	USMedDirect.com	10.1-25%	Medical/Dental	US Med Inc.
US Safety Gear Inc.	USSafetyGear.com	10.1-25%	Safety	US Safety Gear Inc.
US Supply Co. Inc.	virtualcounter.USSupply.com	10.1-25%	Plumbing/HVAC	US Supply Co. Inc.
USImprints	USImprints.com	10.1-25%	Promotional Products	USImprints
Van Meter Inc.	VanMeterInc.com	10.1-25%	Electrical/Electronics	Van Meter Inc.
Walsh Electric Supply LLC	WalshElectric.com	10.1-25%	Electrical/Electronics	Walsh Electric Supply LLC
Walter A. Wood Supply Co. Inc.	WalterWood.com	10.1-25%	MRO/Industrial	Walter A. Wood Supply Co. Inc.
Warren's Office Supplies	WarrensOfficeSupplies.com	10.1-25%	Office Supply	Warrens Office Supplies
WAV Inc.	WAVonline.com	10.1-25%	Electrical/Electronics	WAV Inc.
WebstaurantStore	WebstaurantStore.com	10.1-25%	Janitorial/Sanitary Supplies	Clark Associates Co.
Werner Electric Supply Co.	WernerElectric.com	10.1-25%	Electrical/Electronics	Werner Electric Supply Co.
Wildcat Electric Supply Ltd.	WildCatElectric.com	10.1-25%	Electrical/Electronics	Wildcat Electric Supply Ltd.
Wille Electric Supply Co.	WilleElectric.com	10.1-25%	Electrical/Electronics	Wille Electric Distribution Co.
Windy City Wire	SmartWire.com	10.1-25%	Electrical/Electronics	Windy City Wire
Womack Machine Supply Co.	Shop.WomackMachine.com	10.1-25%	MRO/Industrial	Womack Machine Supply Co.
Young Supply Co.	Commerce.YoungSupply.com	10.1-25%	Plumbing/HVAC	Young Supply Co.

CASE STUDIES

A SPORTS FISHING SUPPLIER HOOKS A NEW B2B ECOMMERCE SITE

Wholesaler-distributor Triple S Sporting Supplies has doubled online traffic and sales with a new B2B ecommerce platform, the company says.

From outdoor apparel to fishing rods and boating accessories, Triple S Sporting Supplies sells more than 22,000 products to some 1,000 sporting goods dealers and retailers worldwide, the wholesaler-distributor says.

And now it's processing a lot more of those sales through its new B2B ecommerce site, TripleSSportingSupplies.com, which is more customer-friendly than the prior site, says vice president Cliff Harris.

"We have a lot of products, and we wanted our web store to be super easy for customers to order products online," he says, adding, "We needed to create a new, yet familiar, B2C experience with all the functionality of a B2B site where customers could find and order products in just a couple of clicks."

DOUBLING ONLINE TRAFFIC AND SALES

Sales on the new Triple S website, Harris says, are already "double compared to online sales during the same period last year with our previous web store. And site traffic has increased by at least 100%." Triple S, which is family-owned, doesn't release more specific sales and traffic figures.

The new ecommerce site runs on the FocusPoint B2B/B2C ecommerce and marketing platform from Focused Impressions, a web development firm that specializes in providing ecommerce and marketing software integrated with SAP business operations software. Focused Impressions integrated the FocusPoint platform—which is built on the Microsoft ASP.Net framework—with the SAP Business One enterprise resource planning system. Triple S also worked with Third Wave Business Systems, an SAP Business One implementation partner.
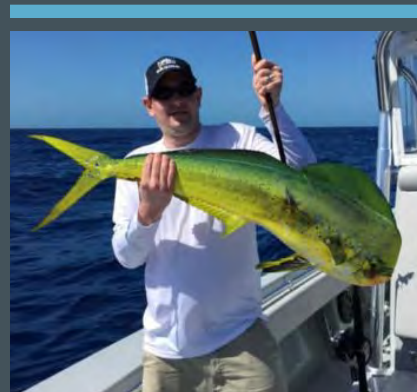
'We needed to create a new, yet familiar, B2C experience with all the functionality of a B2B site.'

—**Cliff Harris,** vice president, Triple S Sporting Supplies

DIGITAL RESEARCH
COMMERCE 360

Triple S stores in its ERP system information on more than 130,000 SKUs from more than 400 manufacturers. With its integration with the SAP ERP system, the FocusPoint platform "guarantees real-time system updates to give dealers current pricing and ordering information," Harris says.

UPGRADES TO ONLINE SELF-SERVICE

Triple S says the technology platform also provides a self-service ecommerce model that:

▶ Automates and streamlines order processing, invoicing and shipping;

▶ Enables bulk ordering and importing of data from Excel spreadsheets;

▶ Provides real-time information presented in sub-totals for selected products and quantities; and

▶ Lets buyers search by SKU, tags and variant options as well as product name.

The new ecommerce site now showcases "thousands of pixel-perfect" product images in more than 1,300 categories, Triple S says.

And there's more to come, the wholesaler-distributor adds. Triple S plans to also launch a FocusPoint business-to-consumer ecommerce site dedicated to retail sales of its private-label lures and tackle items.

DIGITAL COMMERCE 360 RESEARCH
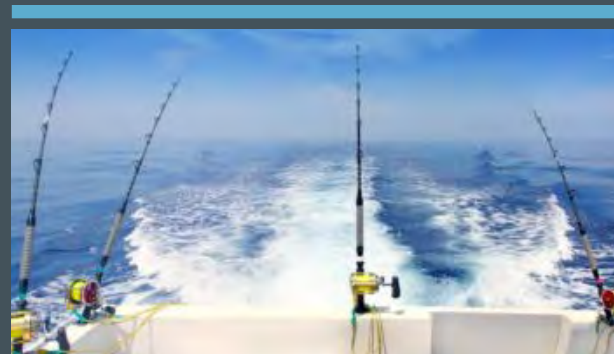
WATSCO COUNTS ON ECOMMERCE TO DRIVE BUSINESS GROWTH

While a slowing U.S. economy has shuttered all or big portions of major industries for distributors, Watsco is reporting another quarter of growing business-to-business ecommerce sales.

The coronavirus has hit many distributors hard and in the process had a negative impact on sales—including for ecommerce.

But an exception thus far is Watsco Inc., a prominent distributor of heating, ventilation and air-conditioning supplies. While a slowing U.S. economy has shuttered all or big portions of major industries, Watsco reported another quarter of growing business-to-business ecommerce sales.

For the second quarter ended June 30, 2020, Watsco posted:

▶ An increase in ecommerce sales to $447.30 billion, accounting for about 33% of all sales of about

$1.355 billion. The company didn't provide a similar metric for the second quarter for the prior year, but noted that the 33% ecommerce share of total sales was up from 29% as of the end of last year. "Ecommerce sales continued to grow at a faster pace than overall growth," the company says.

▶ Total sales declined 1.2% to $1.355 billion from $1.371 billion in the second quarter of 2019.

▶ Net income was $104.2 million in the second quarter of 2020 vs. $107.9 million in the second quarter of 2019.

▶ The distributor carries an inventory of about 700,000 SKUs.

▶ The Watsco mobile app now totals 100,000 downloads.

'Adoption and use of our mobile apps and ecommerce platforms have increased significantly '.

—Albert Nahmad, CEO, Wasco

DIGITAL RESEARCH
COMMERCE 360

"Adoption and use of our mobile apps and ecommerce platforms have increased significantly, as more customers use our technology," Watsco CEO Albert Nahmad told Wall Street analysts on the company's second-quarter earnings call. "Our best measurement of impact is that customers that use our technology, generally are growing faster than non-users of our technology."

The increase in ecommerce sales is attributable to the distributor's continued investment in ecommerce, growing use of its mobile app and the ability to convert its branch locations into drive-by and pickup spots for online orders, Watsco told analysts.

"Our contractors' fulfillment activities, which we refer to as curbside or dockside pickup, expanded to more locations and soon will include contactless payment functionality—it's in the early days, but adopting and growth has been terrific to this point," he told analysts. "We believe these capabilities provide a differentiated customer experience by engaging with us digitally in every way."

The increase in ecommerce sales is attributable to the distributor's continued investment in ecommerce, growing use of its mobile app and the ability to covert its branch locations into drive-by and pickup spots for online orders, Nahmad says.

Throughout the first half of 2020, he says, "branch locations were quickly transformed from retail walk-in showrooms to no-touch ecommerce curbside pickup centers. These changes have been well-received, and our customers are asking us to sustain these services going forward."

Business for Watsco also is up in general because its market has been classified as essential by various government bodies because of the coronavirus, Nahmad says. "Local authorities in our markets have deemed our industry as essential," he said. "Our branches are open, providing needed products and services to our contractor customers."

DIGITAL RESEARCH
COMMERCE 360

MULTIPLE HVAC ECOMMERCE SITES

Adoption and use of Watsco's ecommerce platform
continue to grow, the company says.

Watsco operates four divisions—Carrier Enterprise,
Gemaire Distributors, Baker Distributing and East
Coast Metal Distributors—and launched online
in 2014. It sells online through separate websites
for each of its divisions: CarrierEnterprise.com,
Gemaire.com, BakerDist.com and ECMDI.com. Watsco
also sells through several mobile apps, including ones
designed for Gemaire and for Carrier Enterprise.

DIGITAL
COMMERCE 360 RESEARCH

FASTENAL SCORES A CONTRACT WITH THE NATIONAL HOCKEY LEAGUE

Fastenal and the National Hockey League announced in August 2020 that the distributor will provide the league's sports facilities—plus another 4,800 community ice rinks—with maintenance, repair and operations products sold online and offline to "keep the players on ice," Fastenal says.

Fastenal Co., a billion-dollar-plus distributor of tools and equipment that businesses use to operate their facilities, will now provide the same kind of service to U.S. and Canadian hockey teams to keep their ice rinks operating and their players skating, according to a contract Fastenal and the National Hockey League announced in August 2020.

Fastenal will provide the teams with a mix of online and offline ways of purchasing products ranging from COVID-19 personal protective equipment to plumbing equipment and the power tools players and equipment managers use to prep hockey gear for games.

"Starting this season, we'll provide them with the tools teams need to keep their players on ice and skates on ice," says Casey Severson, Fastenal's sports marketing project manager.

MORE THAN 4,000 ICE RINKS

The NHL and Fastenal announced a multiyear partnership naming Fastenal the league's official provider of maintenance, repair and operations (MRO) products to help the NHL's 31 teams (32 when the Seattle Sock Eyes start playing in the 2021-2022 season) maintain their ice rinks and equipment. The contract also extends to 4,800 community ice rinks across North America that maintain relationships with NHL teams.

Fastenal and the NHL will collaborate on developing a standardized equipment program to provide a broad range of the products needed to maintain

'Products are there when our customers need them. We know their needs.'

—Dan Florness, CEO, Fastenal

ice rinks, maintain hockey gear, and protect visiting fans as well as keep hockey players safe, the two organizations said in their announcement. "This includes mechanical, electrical and plumbing products used to maintain rinks, sanitation and janitorial supplies required to keep facilities clean and safe, and power tools and accessories used by players and equipment managers to prep gear for gameplay," they said.

HELPING THE NHL CONTROL SPENDING

Fastenal, which relies on ecommerce—including Fastenal.com and internet-connected vending machines—to process more than one-third of its sales, will make its online channels as well as its physical branches and sales reps available to the NHL teams and the community rinks to let them place orders any way they prefer, Severson says.

"The partnership will also focus on helping these venues optimize operations by accessing process improvement

tools to simplify procurement, control spending, and visualize inventory," Fastenal and the NHL said.

The deal with the NHL comes in a year when Fastenal has been adjusting how it addresses ecommerce during the pandemic.

The second quarter of 2020 ended June 30 was another solid one for digital growth for Fastenal, but the growth in digital sales wasn't as robust as in the first quarter.

The main reason: COVID-19. In the second quarter ended June 30, digital sales for Fastenal grew year over year by 13.5%, although the company didn't break specific metrics. In comparison, total sales increased 10.3% to $1.509 billion from $1.368 billion in the second quarter of 2019.

For the six months ended June 30, total sales grew year over year by 7.6% to $2.876 billion.

An official logo for the Fastenal and NHL partnership.

Online sales surged by 27% in the first quarter, bringing sales on Fastenal.com to a record 10% of total sales in March. Other internet-based sales, such as vending machines, brought ecommerce to 35% of total sales. Fastenal said first quarter ecommerce sales accounted for 35% of total sales, or $478.45 million.

LIMITING PRODUCT

But the growth in digital sales tapered off a bit in the second quarter, as the company limited the sales of some widely demanded safety and personal protective equipment products, Fastenal CEO Dan Florness told analysts on the company's second-quarter earnings call.

"One thing that hurt our ecommerce numbers during the product is we put in place a very strict allocation process for our COVID-19 products," Florness said. "I think mask, I think face shield, I think thermometers, sanitation products et cetera, so that we essentially shut that product off from buying electronically and you had to call the branch or call your contact to source."

The coronavirus is impacting ecommerce because Fastenal is making ongoing adjustments to its supply chain to ensure adequate supplies of certain materials, he told analysts. "That was our best means to manage our supply chain of that product, so we had a stable supply for everybody," Florness said.

Going forward, Fastental says its ecommerce strategy will focus on customer relationships and supply chain management compared with just a central focus on digital transactions.

Fastenal's internet-backed inventory management services, for example, provide products where and when customers need them, such as an internet-connected vending machine. "It's there when they need it—it might be a vending machine, it might be in a bin, it might be on production floor. We know their needs."

As it branches out into to markets like the National Hockey League, Fastenal will no doubt follow through to score on the ice as well.

DIGITAL RESEARCH
COMMERCE 360

GRAINGER CITES Q2 MARKET SHARE GAIN AS SALES FALL BY 1.9%

The prominent distributor of industrial supplies reported "significant share gains" in the U.S. fueled by sales of pandemic-related products. But it also noted that those same products led to a drop in gross profit margin.

It was a mixed second-quarter for W.W. Grainger Inc., as the prominent, ecommerce-focused distributor of maintenance, repair and operations products reported a 1.9% drop in net sales along with a "significant" gain in U.S. market share on strong sales of pandemic-driven products like personal protection equipment.

"We gained significant share in a down market, fueled by elevated levels of pandemic product sales and improving trends in non-pandemic product sales throughout the quarter," CEO D.G. Macpherson said in July. "On the cost side, we achieved significant leverage and generated over $75 million of sequential cost reductions contributing to strong operating cash flow and allowing continued investment in the business."

SALES INCREASE AT ZORO.COM AND MONOTARO.COM

But as sales of PPE and other pandemic-related products increased 71% year over year in the second quarter ended June 30, sales of non-pandemic MRO equipment and supplies that companies use to maintain and operate their businesses fell by a relatively 17% before improving in July, Grainger said. And with the profit margins on many of its pandemic-related products lower than non-pandemic-related industrial supplies, Grainger posted a 9% drop in gross profit.

Strong sales in Grainger's "endless assortment" product lines at the company's Zoro.com and Japan-based MonotaRO.com web-only businesses also contributed to the drop in gross profit margin, Grainger said.

Grainger, which also reported market share gains in the prior quarter, didn't break out ecommerce figures for

'We gained significant share in a down market. We continue to invest in digital technology.'

—**D.G. Macpherson**, CEO,
W. W. Grainger, Inc.

DIGITAL
COMMERCE 360 **RESEARCH**

the quarter, but in prior statements, it has said digital commerce accounts for well over half of all sales.

In the annual 10K financial statement it filed with the U.S. Securities and Exchange Commission for its 2019 fiscal year, Grainger noted the following shares of total orders from its three groupings of digital channels: websites including its flagship Grainger.com, 30%; EDI and e-procurement, 25%; and its KeepStock inventory management services, 16%. That comes to 71% of orders through its digital channels, with the remaining 29% received through its physical branch network and via the telephone. The company reported total 2019 sales of $11.5 billion, with the 71% digital share amounting to $8.2 billion.

In a Q2 conference call with investment analysts, Macpherson said Grainger is taking several steps to continue to improve how it serves customers with digital technology and strategies. "We continue to

invest in digital technology for our website" and "we've reinvigorated our KeepStock and on-site solutions for customers," he said, adding, "We think that almost every large, complex customers has either a digital solution that works for them or we help to manage inventory."

Grainger's combination of digital and in-person services, he said, is "leading to a strong share gain within the U.S. business." Grainger notes on its website that it has a U.S. market share of 6%.

On the conference call, Macpherson said Grainger estimates that the U.S. MRO market, "while extremely difficult to predict in this environment," declined "between 14% and 15% in the second quarter."

He added: "It should be noted that, despite the pandemic, [Grainger's] year-to-date daily sales are up 1.6%, and we have gained over 900 basis points of share." (A basis point is one-hundredth of 1%.)

For the second quarter ended June 30, Grainger reported:

▶ Net sales in the second quarter fell by 1.9% to $2.837 billion.

▶ Gross profit fell by 9.3% to $1.016 billion, resulting in a gross profit margin on 35.8%, down from 38.7%.

▶ Net earnings decreased by 56.2% to $114 million.

For the six months ended June 30, Grainger reported:

▶ Net sales increased year over year by 2.5% to $5.838 billion.

▶ Gross profit margin fell by 3.6% to $2.137 billion, resulting in a gross profit margin of 36.6%, down from 38.9%.

▶ Net earnings dropped by 41.2% to $314 million.

Grainger also is taking steps to shore up its market position even more by shedding two of its overseas operations.

In June, Grainger said it has "entered into a definitive agreement" to sell Grainger China LLC, its China-based distribution business, to venture capital firm Sinovation Partners and a business owned by the Grainger China management team. The parties did not mention a targeted selling price.

"This divestiture will better enable Grainger to focus on its key business and geographies," Grainger said in a prepared statement. Grainger said the deal is expected to close later this year. Grainger doesn't break out revenue for Grainger China, but Macpherson said that the Grainger China team did "a remarkable job to drive profitable growth over the years."

DIVESTING FABORY IN BENELUX

The Grainger China announcement follows Grainger's notice earlier this month that it had entered a definitive agreement to sell Fabory Group, a Netherlands-based industrial products distributor serving the Benelux region, to Torqx Capital Partners, a Dutch private equity firm. The companies said the deal is expected to close later this year but did not comment on a potential selling price.

Fabory, which Grainger acquired in 2011 for about $344 million, has annual revenue of more than 220 million euros (US$248 million) and more than 60,000 customers, according to a statement released by Torqx. Fabory offers more than 400,000 products, including 120,000 in stock, and handles more than 7.5 million orders per year, including transactions on its ecommerce site at Fabory.com, Torqx says.

Harmen Geerts, managing partner of Torqx, said Torqx will help Fabory "strengthen its position as a leading fastener specialist in its core markets and achieve its full potential."

Macpherson said Grainger will continue to serve the European market through its Zoro unit and its U.K.-based Cromwell Group, which operates business and industrial products ecommerce sites Cromwell.co.uk and Cromwell-industrial.co.uk and a network of physical branches.

KEEPING CHINA CONNECTIONS FOR PRIVATE LABELS

"I want to thank the Fabory team for their innovative and customer-focused approach," Macpherson said. "I'm confident the acquisition by Torqx will better align with Fabory's growth objectives."

In China, Grainger says it will maintain its global sourcing operations there, which provides the company with private-label products in such categories as safety, cleaning, electrical, motors and tools.

DIGITAL RESEARCH
COMMERCE 360

Q&A: SYSTEMAX CEO BARRY LITWIN ON GOING MORE DIGITAL

Barry Litwin, CEO of billion-dollar industrial products distributor Systemax, discusses the company's multi-prong "ecommerce-centric" strategy.

As B2B companies work to sharpen their focus on self-service ecommerce to satisfy a growing demand for it by today's buyers, many manufacturers and distributors are striving to be more like their retail counterparts in designing an online buying experience that caters to the whims of customers.

At Systemax Inc., a distributor of industrial products including its own private labels, has deep ecommerce know-how from its former retail sites, including TigerDirect.com. With those deep online roots, ecommerce is a critical part of its growth strategy. Its sales last year grew 5.5% to $946.9 million, followed by a 2.1% decline in first-quarter 2020 sales to $227.3 million as the effects of the coronavirus pandemic began to take hold.

Going forward, Systemax sees its strength in its "ecommerce-centric" strategy helping it and its customers get through the pandemic and rebound with stronger sales. The company, which sells products ranging from forklift equipment to power tools, offers more than 1 million brand-name and private label products through several B2B ecommerce sites including IndustrialSupplies.com, Nexelwire.com, its flagship brand GlobalIndustrial.com and the Canada-based GlobalIndustrial.ca. It doesn't break out ecommerce figures but notes that its ecommerce plays an important role for most of its sales, including customer orders placed with the help of sales reps.

Systemax CEO Barry Litwin, whose ecommerce experience goes back about 15 years with both retail and B2B companies—including periods as a senior executive in charge of ecommerce at Sears, Kmart, Office Depot, Newark Electronics and Block and Co.; and as CEO of Adorama, an ecommerce company focused on professional video and photography

Barry Litwin, CEO, Systemax Inc.

DIGITAL
COMMERCE 360 RESEARCH

equipment—lays out Systemax's strategy in this question-and-answer discussion edited for space and clarity.

DC360: How do you see B2B ecommerce developing?

Litwin: I cut my teeth in the consumer space and have been in digital commerce for about 15 years. It's an exciting space, often battling Amazon. B2B is in for a massive shift online and is now finally starting to catch wind.

TigerDirect really helped us understand what we can do in B2B digital commerce. It built a lot of confidence, and we're now focusing on becoming a true digitally enabled company. We've been on a digital journey here for a while, developing the customer experience.

DC360: What are some of the key aspects of that customer experience?

Litwin: The ease of buying on the website and mobile are just part of the story—it's really more about the whole supply chain aspect of going digital. That gets into operational excellence driven by self-service and digital. It means reducing the time in transit to get products to the customer, and providing product knowledge expertise.

We developed a text-based order-tracking system for parcel or LTL (less-than-truckload) shipments that let customers know when a shipment will arrive. We've shifted from providing customer lead times to a customer promise date. We give the customer the time and date on our website when they'll receive their product, and we hit that date.

DC360: How else are you improving communications with customers?

Litwin: Our chat service, which is not a store-bought chat application, was designed in-house by our development team with the customer in mind. It allows for both proactive (seller-initiated) and

'The ease of buying on the website and mobile are just part of the story—it's really more about the whole supply chain aspect of going digital.'

reactive (customer-initiated) chat, and it's designed with an algorithm to automatically answer common questions by customers. We're finding the system is getting significantly more use than ever before.

We also track the voice of the customer, and we listen to what the customers say every day at a very granular level. We find out whether they're asking for order information or product information.

DC360: What kind of technology team do you work with?

Litwin: Our technology development team is small, less than 100 people, both in the U.S. and offshore. Our history was always biased toward technology and digital, and we carried over a lot of people from former operations. We challenge them with innovating products.

DC360: How do you handle fulfillment?

Litwin: We added a seventh distribution center in 2019, and the redundancy built into our distribution network has allowed us to reroute order fulfillment as needed with minimal delays to our customers.

DC360: How are you handling the pandemic, and planning to go beyond it?

Litwin: We recently launched Global Industrial's R3 Program, which stands for helping customers restore, return and rebound their business. We recognize that most customers today need to figure out how to rebound their business in the next year. With our "restore, return and rebound" program, we go room-by-room with workspace solutions and products to help them in remote environments and in social distancing and in pandemic product storage. New products include cashier plexiglass panels, partitions, floor signs, touchless valves for bathroom faucets, and no-touch handles for opening doors. We have contract manufacturer factories all over the world.

DC360: And your sales and marketing efforts?

Litwin: We recently hired Klaus Werner as senior vice president and chief marketing officer from HD Supply, and he's building a marketing team with a new level of sophistication and marketing processes. That was a really big win for us.

We will continue to invest in salesforce efficiency with customer data and sales force automation and dynamic pricing techniques.

Ecommerce continues to be a competitive advantage for us. It's not just about the direct entry of orders by customers, but also our reps working with key customers for products they order on our website.

MSC INDUSTRIAL SUPPLY INVESTS MORE IN ECOMMERCE

Although ecommerce sales took an unusual dip in MSC's fiscal third quarter, the company sees its ecommerce channels increasing in importance in how it will bring value and service to customers, CEO Erik Gershwind says.

MSC Industrial Supply Co., a major distributor of metalworking and other industrial supplies, is working through market changes brought on by the COVID-19 pandemic, which led to an unusual 11.4% year-over-year decline in ecommerce sales for its fiscal quarter ended May 30.

The decline, reversing the year-to-year increases MSC has typically recorded in recent years, was "primarily related to the higher volume of safety and janitorial products not transacting through our ecommerce platforms," MSC says. "The percentage of ecommerce sales excluding safety and janitorial products remained relatively consistent with prior quarters."

The Q3 decline in ecommerce sales follows a second-quarter year-to-year ecommerce decline of 3.6% and a slack first quarter. In prior quarterly and annual financial statements, MSC has routinely reported steady increases in ecommerce sales that have surpassed its increases in total sales. MSC defines as ecommerce sales processed through its flagship website, MSCDirect.com, its internet-connected vending machines and electronic data interchange.

In addition to metalworking products and services, MSC focuses on supplying maintenance, repair and operations (MRO) products and services that companies use to run their factories and other facilities.

ECOMMERCE BACKS 'MISSION-CRITICAL' SERVICES

President and CEO Erik Gershwind, on a Q3 earnings call with investment analysts, said that MSC's

'Ecommerce will likely grow beyond 60% of total sales.'

—**Erik Gershwind,** president and CEO, MSC Industrial Supply Co.

DIGITAL
COMMERCE 360 RESEARCH

tradition of providing its customers with "mission-critical" assistance in running their factory floors and other operations will not change in a post-COVID world. What will change, he added, is "how we deliver that value proposition" to customers.

He then noted that MSC will increase its reliance on ecommerce and other digital technologies to serve customers with products and services, including the metalworking expertise it provides to customers in such industries as aerospace and automotive manufacturing.

Noting that ecommerce is generally more than 60% of MSC's total sales, Gershwind said "that number is likely to grow, and we will continue investing there."

He added that other digital technologies, including online "face-time" communications, will continue to play more important roles in helping MSC's metalworking experts, for example, share their expertise with customers.

As the impact of the coronavirus has slowed the manufacturing activity of customers who buy its metalworking and industrial equipment, ecommerce-heavy MSC weathered the hit to its core sales in its fiscal 2020 fourth quarter, which ended August 29.

"During fiscal July, the company's non-safety and non-janitorial product lines continued to see significant declines versus the prior year due to the impact of COVID-19 and significant declines in manufacturing activity," MSC says. "In particular, industrial customers with exposure to end markets such as aerospace, automotive and heavy equipment were extremely soft."

MSC said total sales fell year over year by 12.6% in July to $233.3 million, and by 14.0% for June and July combined, to $507.5 million. It didn't break out figures on ecommerce sales, which the distribution company says usually account for more than half of total sales and comprise transactions through its websites, including MSCDirect.com, and via internet-

DIGITAL RESEARCH
COMMERCE 360

connected vending machines and electronic data interchange.

For July, MSC said total sales of safety and janitorial lines "remained positive for the month in the double-digit growth range." It added that "gross margins are performing as expected, inclusive of the seasonal contraction typical of the fiscal fourth quarter."

For fiscal August, which ended Aug. 29, year-over-year sales declined by 9.7% to $240.3 million. But August sales turned the tide from July, inching up by 3.0% to $240.3 million from $233.3 million, MSC reported.

Some product areas were stronger than others. Average daily sales in August of non-safety and non-janitorial products "improved sequentially from July, while average daily sales of safety and janitorial products remained stable," MSC said.

It added, "On a year-over-year basis, fiscal August average daily sales of non-safety and non-janitorial

lines declined in the mid-teens, while average daily sales of safety and janitorial lines grew in the 20% range. These results reflect the continuing impact of COVID-19 and significant year-over-year declines in manufacturing activity."

MSC's formal corporate name is MSC Industrial Direct Co. Inc., but it generally goes by MSC Industrial Supply Co., the name of its primary business unit.

Q&A WITH PARTSSOURCE: HOW A MEDICAL SUPPLIER HANDLES THE CORONAVIRUS

Mara Paré, vice president of client solutions at medical equipment distributor PartsSource, which does most of its sales online, discusses how it is adapting its business during the pandemic.

The rapid spread of COVID-19, the disease caused by the novel coronavirus across the country, is straining the medical equipment supply chain in ways never imagined. Whether it's sky-high demand for essential items, such as laboratory equipment and patient monitors, or the urgent need for accessories and parts, such as ventilators, ventilator hoses or fittings, medical equipment suppliers are scrambling not only to keep up with demand but also to increase their product and service capacity.

In this question-and-answer article, Mara Paré, vice president of client solutions for medical equipment supplier PartsSource Inc., shared her insights with Digital Commerce 360 B2B on meeting the challenges to the medical equipment supply chain posed by the coronavirus pandemic. PartsSource, which sells online at PartsSource.com and generates 78% of its sales through ecommerce, supplies medical replacement parts and equipment, including batteries, beds, tables, cables, infusion pumps, monitors, sterilizers, and surgical products.

Paré, who joined PartsSource in 2018, specializes in delivering operational efficiencies in complex clinical environments. She heads PartsSource's client solutions team, which works to deliver customers cost and quality improvement through the company's technology, process analytics, and on-demand procurement model. The following questions and answers were slightly edited for length and clarity.

'The New York hospital's director of biomedical engineering reached out to PartsSource in urgent need of ventilator tubing that he could not secure from other vendors.'

—**Mara Paré,** vice president of client solutions, PartsSource Inc.

DIGITAL RESEARCH
COMMERCE 360

DC360: Please describe the scope of your business.

Paré: PartsSource currently offers more than 4 million medical equipment replacement parts and services, servicing over 3,500 hospitals across the United States. The PartsSource.com procurement platform has 85,000 registered users. The platform allows users to quickly source the parts they need to keep healthcare equipment operational for patient care.

DC360: How is PartsSource growing in sales volume during the pandemic?

Paré: As a technology-based healthcare services company focused on active supply chain management, serving over 3,500 hospitals, we have seen a significant increase in order volume. We are up 30-50% during the COVID-19 outbreak across certain market segments. Across mission-critical equipment directly related to COVID-19, we have seen a more than 1,000% increase in respiratory equipment and a more than 400% increase in other areas, such as patient monitoring and infusion pumps.

DC360: How are you making adjustments with products, services and suppliers?

Paré: In response to the COVID-19 pandemic, PartsSource has focused on increasing our product and service capacity, as well as that of our suppliers to meet the massive increase in demand for COVID-19 essential medical devices. COVID-19 essential devices include ventilators, patient monitors, patient beds, ultrasound equipment, laboratory equipment, AEDs (automated external defibrillators), X-Ray, CT (computed tomography or CAT scan) and other imaging systems.

This also includes all corresponding replacement parts and service capabilities for such equipment, as well as all other medical equipment critical to hospitals, and healthcare networks nationwide.

DC360: How are PartsSource employees dealing with the pandemic?

Paré: PartsSource is an essential business for critical operations and infrastructure within the healthcare industry during the COVID-19 crisis. To protect the

health and well-being of our workforce, we have migrated the majority of our team members to work remotely from their home offices.

As a technology-based organization, we process nearly 90% of our orders electronically to fulfill our customers' product needs. A limited number of team members working within customer care, warehouse operations, IT and other critical functions, are continuing to report to the office.

Over the past several weeks, our team members have worked incredibly hard to get orders for mission-critical parts, rentals and equipment processed and out to our customers to ensure continuity of patient care.

DC360: How have your customer's needs changed during the pandemic?

Paré: As hospitals in hot-spot regions experience a surge in COVID-19 cases, we also see an increasing demand for rush shipments and emergency sourcing of high-demand accessories and critical parts.

An excellent example of this trend is a call one of our customer care representatives received recently when a New York City hospital received a shipment of ventilators from the state of New York that did not come with any hoses or fittings. The hospital's director of biomedical engineering reached out to PartsSource in urgent need of ventilator tubing that he could not secure from other vendors. The PartsSource representative was able to work with one of our certified secondary market suppliers to secure the hoses and fittings needed to get the ventilators up and running within a day.

In addition, many hospitals are preparing for expected demand, creating bulk-buy orders for critical parts and minor equipment. As part of our business continuity plan, we implemented a bulk-buy hotline to ensure prompt and efficient fulfillment of bulk customer orders.

DIGITAL
COMMERCE 360 RESEARCH

DC360: How is PartsSource sourcing the most in-demand products?

Paré: PartsSource has access to millions of parts from original equipment manufacturers and the secondary market and is well-positioned to assist our customers with sourcing needs outside their core product needs. We are in daily contact with suppliers and are managing these partnerships to best serve our customers.

Deep, actionable insights gained from the early phase of this pandemic, our conversations with customers and suppliers, and the data we have from hospitals across the country have allowed us to successfully adapt our processes and systems, use data in new ways to serve customers, and provide new resources and solutions to help guide their focus on improving up-time during the COVID-19 pandemic.

As a technology-based healthcare services company, PartsSource has developed early-warning systems to monitor the supply chain across modalities.

These developments include surge-capacity reports and supplier surveillance reports that allow us to monitor data in real-time, then use that data to take immediate action.

DC360: What are some other special features that PartsSource.com offers customers?

Paré: Key features for the procurement of parts and services include a one-stop digital platform with more than 4 million SKUs across 6,000 OEMs, plus secondary replacement products. Our platform also has a sophisticated supplier quality-ranking engine that offers our customers active quality management, with supplier scorecards and ISO 9001:2015 certifications. It also features a flat-rate depot repair service for more than 650 equipment models across all major OEMs.

With the launch of the online PartsSource Community, we are expanding our online platform to support peer-to-peer collaboration and encourage innovation and knowledge-sharing among clinical

DIGITAL
COMMERCE 360 RESEARCH

engineering (and supply chain teams) at the company's more than 3,500 hospital clients. Clients can use the PartsSource Community to access modality guides, predictive stocking models, and curated content to share best practices with industry colleagues.

DC360: Where does PartsSource see its market heading over the near and long terms?

Paré: The pandemic has emphasized how important a reliable healthcare supply chain is for delivering quality patient care. Our business is built on this philosophy and we understand the role an actively managed supply chain plays, especially in times of high demand, when clinical engineers need to increase uptime for critical equipment for patient care.

In the short term, we expect hospitals outside of COVID-19 hot-spot regions to develop a more robust continuity plan and look more closely at their equipment needs. We see them working with their vendors to take a quantitative look at their supply chain for not only equipment and parts, but service, accessories, general supplies, hoses, and preventative maintenance kits. They will strive to understand what they will need if they see a surge in COVID-19 cases, and how to stretch a limited budget.

Later, as the hospitals transition to a recovery phase, we expect to see further adoption of managed services platforms to increase supply chain reliability, increase technician productivity, and decrease HTM (healthcare technology management) department costs.

We also expect increased demand for additional on-site maintenance services that expand the HTM department's capacity to tend to mission-critical equipment through in-house maintenance and specialized service partnerships. We will continue to provide solutions that empower clinical engineering and HTM leaders, charged with upholding patient safety through equipment up-time, to achieve high-performance HTM through measurable improvements in quality, productivity and costs.

DIGITAL
COMMERCE 360 RESEARCH

RESEARCH **MEMBERSHIPS**

Our Premium Memberships offer instant, online access to all of our research reports and exclusive members-only content and give access to our Online Databases (based on your plan). Learn more: **digitalcommerce360.com/research-memberships/**

DATA **MEMBERSHIPS**

The source of our intelligence. Our online databases rank, profile and categorize thousands of global retail sites on their raw performance and ecommerce data. Learn more: **digitalcommerce360.com/about-our-databases/**

RESEARCH **REPORTS**

The combination of analyzing and mining our data as well as covering the ecommerce landscape on a daily basis allows us to produce dozens of research reports. Learn more: **digitalcommerce360.com/research-data/**

CUSTOM **RESEARCH**

Contact our Custom Research team to discuss your company's needs and goals.
Learn more: **digitalcommerce360.com/custom-research-opportunities/**

ABOUT THE AUTHOR

Mark Brohan is the Vice President, B2B and Market Research Development at Digital Commerce 360, covering B2B ecommerce trend. Prior to his current role, Mark was vice president of research for Digital Commerce 360 and editor of Internet Retailer's Top 500 Guide, Top500Guide.com and related research publications. Mark's previous experience includes leading new print and web product business development for Faulkner & Gray. Among his positions were web publisher and editorial director for DM Review magazine and its two websites: DMReview.com and dataWarehouse.com. He was also the founding editor of various Faulkner & Gray technology magazines, including Internet Retailer. Mark earned a bachelor's degree in secondary education and history from Western Michigan University and a master's in journalism and public affairs from the American University.
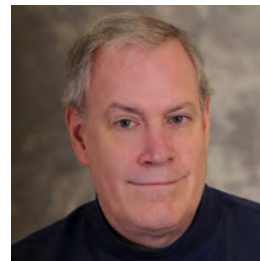
Mark Brohan
Vice President,
B2B and Market Research Development
Digital Commerce 360
mark@digitalcommerce360.com
312-362-9535

DIGITAL COMMERCE 360 B2B

PAUL DEMERY

Editor
paul@digitalcommerce360.com
312-362-9534

DIGITAL COMMERCE 360 RESEARCH

ABOUT DIGITAL COMMERCE 360 RESEARCH

At Digital Commerce 360 Research, our goal is to provide data and information about ecommerce that helps retail and B2B companies, investors and technology providers prosper.

The team tracks hundreds of metrics on roughly 6,000 online retail companies around the world, including such sought-after data points as web sales and traffic, conversion rates, average order value and key technology partners used to power their ecommerce businesses. We sell this data in its raw format in our multiple online databases, and we dig deeply into these numbers to help inform our 30+ exclusive analysis reports we publish each year on key ecommerce topics, including online marketplaces, cross-border ecommerce and omnichannel retailing. In-depth, data-focused reports are also available on key categories of online retail like apparel, housewares, food and luxury. We also have a robust custom research department, which provides tailored research products—in-depth reports, exclusive surveys, raw data pulls and other products—for top retail companies, consultants, financial analysts and technology companies.

COPYRIGHT