Bachir Kassir,
Founder and president
of WebJaguar

HELPING B2B COMPANIES DIGITALLY TRANSFORM THEIR BUSINESS

Whether they're B2B or B2C shoppers, today's ecommerce customers demand more self-serve buying options— capabilities many B2B companies have historically been reluctant to adopt. But recent advancements in technology allow B2B companies to more easily access robust ecommerce tools designed to help them exceed their customers' increasing demands and attract new buyers. To discuss how a B2B platform integrated with an ERP system can automate a company's business and grow sales, Digital Commerce 360 B2B spoke with Bachir Kassir, founder and president of WebJaguar, a B2B ecommerce platform provider.

DC360: Why are ecommerce tools necessary for B2B businesses to survive today?

Kassir: To meet B2B customers' growing expectations, a company's site needs to act like a virtual sales rep that knows the client, products, pricing and order histories. It requires a smart and quick reorder form so clients can easily initiate repeat orders. The site must also help with customer acquisition by offering capabilities like punchout catalogs and private B2B portals. It needs to be able to automate quoting and empower sales reps with the right tools to sell more, including the ability to generate PDF catalogs and presentations for clients. These tools will help B2B companies automate their business and become more efficient.

DC360: What are the biggest ecommerce challenges B2B companies have experienced recently?

Kassir: The biggest challenge many B2B companies face is themselves. They often believe their business is too complex for ecommerce or become intimidated by the idea of finding a platform that will accommodate the unique needs of their business. But the reality is, these tools already exist. They're ready and available to create a robust ecommerce presence for any business. Whether it's punchout catalogs, private B2B portals, built-in marketing automation, quick ordering functionality or workflow and business rule builders, among others—B2B companies just need to find the right partner to identify the capabilities they need and provide the technology that fits the unique needs of their business.
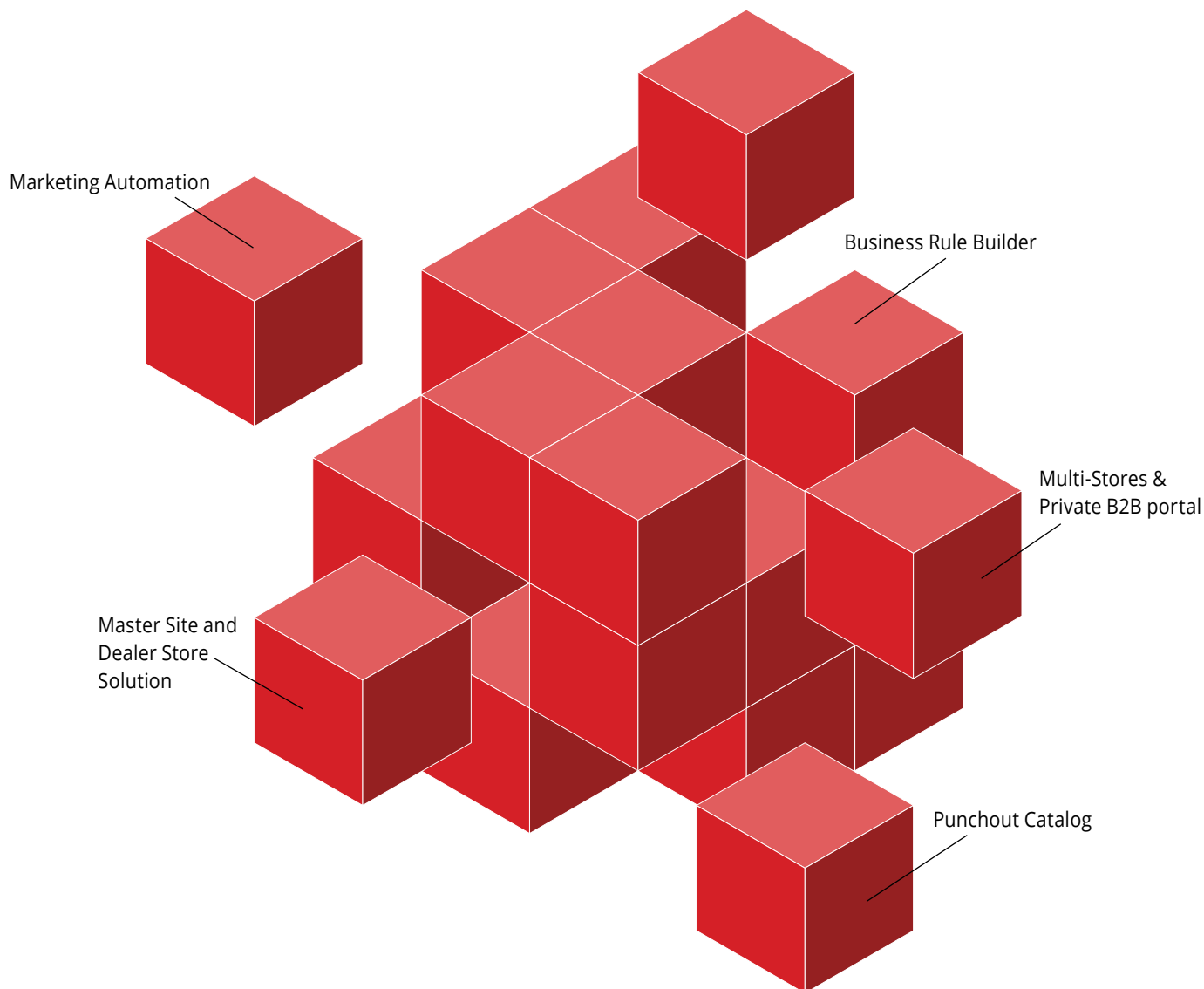
DC360: What can B2B companies do now to quickly implement the right ecommerce technology?

Kassir: The first step is partnering with an experienced B2B-first platform provider that can do that for them. When shopping for that partner, they need to consider their current and future needs— keeping in mind cost, time to deploy, and whether the platform is easily configurable and customizable to their needs. Having access to rich API is necessary to highly configure the site and cost effectively automate the workflow.

WebJaguar's platform is highly configurable and has an extensive API library of add-on modules such as punchout catalogs, B2B portals and built-in marketing automation. But, more importantly, we also bring the human factor. Our experience doing B2B ecommerce sites for over 15 years and working on more than 1,000 ecommerce projects means we've seen almost every issue or complexity a B2B company might face—and we've likely already solved it.

WebJaguar

CONFIGURE AND CUSTOMIZE YOUR B2B COMMERCE PLATFORM

Marketing Automation

Business Rule Builder

Multi-Stores & Private B2B portal

Master Site and Dealer Store Solution

Punchout Catalog

A FLEXIBLE, ALL-IN-ONE PLATFORM THAT OFFERS THE API-DRIVEN BUILDING BLOCKS YOU NEED TO GROW YOUR BUSINESS

With WebJaguar, you will...

- **Create great customer experiences** with technology that allows you to personalize shopping
- **Sell more online & empower your sales reps** using tools that help you replicate the traditional, one-on-one B2B buying experience
- **Improve employee productivity** by replacing manual tasks with automation technology
- **Future-proof your business** with flexible tools that accommodate your digital transformation and growth

LET *WEBJAGUAR* SHOW YOU HOW WE CAN HELP.

WebJaguar

SOC 2 Type II Certified Company

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