

ACCELERATING A COST-EFFECTIVE SHIFT TO B2B ECOMMERCE TECHNOLOGY

Bachir Kassir,
president, WebJaguar



B2B companies have adopted ecommerce technology slowly over the past 20 years or so, but the pandemic has accelerated this shift online as it underscored the importance of digital transformation. But many companies still lag behind because they think it will take too long or cost too much. To discuss how B2B companies can quickly and cost-effectively implement ecommerce technology, Digital Commerce 360 B2B spoke with Bachir Kassir, president of WebJaguar, a B2B ecommerce platform provider.

DC360: How has B2B companies' approach toward digital transformation changed recently?

Kassir: Whether the business is wholesale trade, manufacturing, industrial, promotional products or educational, most B2B businesses have some sort of an ecommerce solution today. The challenge is taking that solution to the next level by having it mimic the way they run their business—automate many of their business workflows and enhance their customer experiences.

Digital transformation also involves taking advantage of opening new channels such as the ability to build micro sites, affiliate marketing, and dealer and distributor store solutions. Many companies think this transformation is slow and cost-prohibitive. But that's simply not true if you choose the right ecommerce partner that already has experience and pre-built solutions for their industry.

DC360: How are they enhancing their existing capabilities?

Kassir: It depends on the industry. In manufacturing, for example, customers would have to write out specifics about the product they're ordering into their ecommerce order. If they're ordering a door, they might manually type in the color and design of that door, so the manufacturer knows exactly what the customer wants. But with advanced product configuration technology, those customizations are built

into the platform. The customer can configure the product visually and get accurate price quotes.

The uniform and apparel industry has a similar issue. Those companies typically use their ecommerce site to simply take orders—often requiring customers to write lengthy descriptions about order specifics such as shirt color, size and design. But with an advanced product configuration tool that uses dynamic imaging, customers can configure products on the site and fully visualize these complex orders. A customer would be able to actually see the design of a shirt they are ordering in the color they selected and logo they want on it.

In the wholesale trade industry, companies can use PDF catalog builder technology to create targeted product catalogs for prospective clients in minutes—a task that used to take days. Their customers can also adjust their order to minimize shipping costs by giving them accurate pricing based on palette—a task that is now mostly done manually.

DC360: What can B2B companies do now to implement this ecommerce technology quickly and cost-effectively?

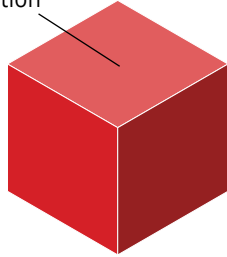
Kassir: Whether they are starting from scratch or enhancing their existing ecommerce capabilities, B2B companies need to choose the platform that best suits their industry and their unique business needs. WebJaguar has already created ecommerce sites within several industries by developing technology building blocks that fit together to create a bespoke site. Because those tools and technology already exist, we can configure and customize them quickly and cost-effectively to fit any B2B company's requirements.



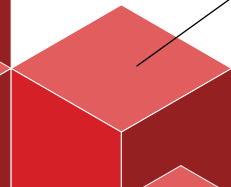
B2B COMMERCE SOLUTIONS

- Deployed quickly and cost-effectively
- 20+ Years experience

Marketing Automation



Business Rule Builder



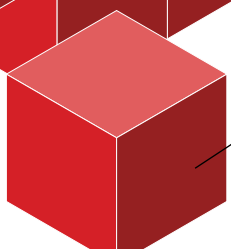
Multi-Stores & Private B2B portal



Master Site and Dealer Store Solution



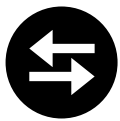
Punchout Catalog



API-DRIVEN TECHNOLOGY BUILDING BLOCKS

- Configurable
- Customizable
- Supports Your Digital Transformation

Built-in Tools, Out-of-the-Box Support for 8 Industries



Wholesale Trade



Industrial



Manufacturing



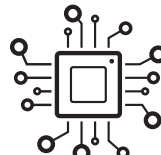
Educational



Uniform/Apparel



Promotional Products



Dealer Store Solution/Micro-sites



Retail/Marketplace

Future-Proof Your Business – Increase Productivity – Provide Great Customer Experiences

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SOC 2 Type II Certified Company

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