

Internet Retailer – WebJaguar
B2B

The right platform partner will help B2B businesses thrive

B2B e-commerce is booming. According to a recent Forbes report, by 2020 the B2B e-commerce market is expected to be worth nearly \$7 trillion. But with this rapid growth comes serious challenges for many B2B e-commerce companies—especially with regard to finding a platform that best suits their business needs.

“In B2B e-commerce, the website is like a virtual sales rep—and it’s an extremely critical to a business’ success,” says Bachir Kassir, president and founder of WebJaguar, a B2B e-commerce platform provider.

But in the world of e-commerce, platforms that work for B2C retailers aren’t exactly the same as those that best fit B2B businesses. Whether they are small up-and-comers or large, established organizations, B2B e-commerce companies are often challenged to find a platform that meets the evolving demands that are specific to B2B business.

According to Kassir, smaller B2B e-commerce businesses are confronted with issues around setting up their basic needs—choosing and implementing the right platform, migrating to that platform and training staff on how to use the technology. Larger, more established businesses, on the other hand, need to find the best ways to tie all the facets of their business together and to make sure the technology they have will continue to serve them as they grow.

“For any size B2B company, these challenges may be in finding a software that can accommodate to the way they run their business—and doing it cost effectively and timely,” Kassir explains. “It can also be difficult making sure the right staff is in place and trained on using new technology.”

Full administrative capabilities are at the core of an effective and robust B2B e-commerce platform. “Companies need to make sure they select the right platform, not just to satisfy their immediate needs but also to accommodate their long term growth,” he says. “It is very costly to just focus on the immediate needs and ignore long-term planning.”

According to Kassir, it all comes down to finding the right technology partner to provide that all-in-one solution. He suggests B2B e-commerce businesses implement a platform, such as WebJaguar’s—one that allow them to handle a wide array of critical business functions, including order management and processing, inventory management, multi-warehouse management, sales and promotions, marketing automation and leads nurturing. A good platform also should include a catalog builder, search, fulfillment and drop shipping tools, he says.

That's exactly what PaperEnterprise USA did when CEO Jordan Sedler discovered WebJaguar's platform at a trade show several years ago. The B2B New York-based paper company was using a legacy platform that didn't provide it with the web presence it wanted.

"My objective was to find a website host and developer that had the look and feel we were looking for, and WebJaguar seemed right," Sedler says. WebJaguar modernized PaperEnterprise's site, migrated the entire system and trained the staff on how to use it. "Our customers and sales executives are very happy with the usability and friendly interface that WebJaguar has provided," Sedler adds.

Kassir emphasizes that finding the right partner who can offer an all-in-one platform that will serve a B2B business as it grows is critical to success. "They should look at the big picture and consider the goals of the company going forward," he says. "That's the path to success."