

## **Elevating the B2B brand**

### ***WebJaguar assists brands in easy, seamless integration of online systems***

Today's B2B sellers and brands share a major challenge when it comes to e-commerce: recreating the customers' offline experience online.

“Some B2B customers have been running their businesses for 10, 20 or 100 years, so the challenge is getting to a place where they can mimic their offline business online, and yet not force them to change the way they run their business,” says Bachir Kassir, founder and president of WebJaguar. To do this, companies like WebJaguar provide B2B brands with the tools to maintain their current organizational structure while upgrading to the latest e-commerce technology.

Another concern of B2B e-commerce retailers and brands in 2016 is integrating their e-commerce sites with their enterprise resource planning, or ERP, systems. ERP systems manage such things as inventory levels, financial records and customer activity. With strong integration, as sales occur on an e-commerce site, the system automatically updates data on inventory and other operations, as well as customer order history, and makes that updated information available on the e-commerce site and on customer service agents' and sales reps' desktop and mobile devices.

“At WebJaguar, we have these solutions to be able to take your current e-commerce world and communicate back and forth with your ERP system, data entry system, etc.,” says Kassir. “It can't be an island. With hundreds of orders a day, you don't want to have to manually enter everything into the ERP system.”

In addition, many B2B vendors are concerned with acquiring the latest technology to assist sales reps in better performance, while making sure the platforms do not compete with employee jobs.

“We're not going to get rid of sales rep,” says Kassir. “On the contrary, the technology empowers sales reps and makes them more efficient. The sales rep's role will be morphed or changed, but not eliminated.”

WebJaguar offers two important tools to assist sales reps in becoming more efficient. The first helps reps to build an online interactive catalogue. What traditionally offline can take weeks or months to build can now be ready in as little as 30 minutes using a company's existing data. The second tool assists reps in building B2B presentations. Rather than going into PowerPoint, building a presentation, then copying and pasting it to send to a client, WebJaguar allows a sales rep to click and create a presentation that can be sent to clients within minutes and with pricing.

WebJaguar's platform offers many other tools that help B2B clients improve e-commerce sales. For example, the Dealer Store solution allows WebJaguar to build a master site for a large B2B company, which the brand can use to generate turnkey websites for their

distributors and dealers. The benefits are twofold. First, the brand's complete product line is easily available to all dealers. Second, having access to the entire product line empowers dealers to have the right tools in-store and online to present product options to their B2C consumers.

Other trends that Kassir sees in the B2B e-commerce space include the need for automation. Simple, quick and easy is what all B2B sellers strive for and what is already the norm for B2C sellers. WebJaguar's tools in the automation space include E Sign, which automates the process of digital signatures. Another tool helps with creating pricing quotes for B2B customers.

In addition, brands in 2016 are looking for technology that allows them to sell products not only on their own e-commerce sites, but also on marketplaces. Technology can enable other sellers to host the brand's products on their site or give access to a view of inventory. The WebJaguar platform can also help with fulfillment of an order through automation, allowing the technology to decide where and how a large purchase order is filled, using different distribution centers if necessary.

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