

# THE 5 COST SAVINGS OF B2B ECOMMERCE

Manufacturers and distributors today are turning to B2B eCommerce not only to improve their customer experience, but also to achieve new levels of efficiency. Here are some of the biggest cost savings your business can expect after implementing a SaaS B2B eCommerce solution.

## 1 THE COST OF PAPER CATALOGS & ORDER FORMS

Manufacturers and distributors that move to a fully digital selling process no longer need to waste money on the production and distribution of paper catalogs. After the initial setup of a digital catalog during your B2B eCommerce implementation, subsequent modifications can be done electronically and are immediately available without any extra printing or delivery costs.

## 2 THE COST OF ORDER RE-ENTRY

Order re-entry is as repetitive as it sounds. It's your salespeople or customer service reps re-entering order information that has already been submitted via phone, email, fax, text message, or hand delivery. With a B2B eCommerce portal, orders are submitted and immediately synced to your back office systems. This effectively eliminates the cost of order re-entry and frees up your back office team for proactive account management and other strategic tasks.

## 3 THE COST OF BACKORDERS

Without access to reliable inventory data, customers may end up ordering items that are out-of-stock or discontinued. The costs associated with backorders and error resolution are high--reduced cash flow, a negative impact on customer relationships, and lost orders. Sophisticated B2B eCommerce platforms reduce costs related to backorders with features around product availability, whether it's giving buyers exact inventory levels, out-of-stock notifications, or restock dates.

## 4 THE COST OF OWNERSHIP OF PROPRIETARY AND ON-PREMISE SOFTWARE

For manufacturers and distributors with a proprietary B2B eCommerce solution, there are special costs to consider. The total cost of ownership of custom-built software involves the initial sunk costs of purchase and implementation, as well as ongoing costs related to hardware, maintenance and upgrades. SaaS B2B eCommerce solutions are hosted and maintained by a vendor, run in the cloud, and essentially "rented" to the user. The vendor is responsible for any maintenance, updates, infrastructure, backups, etc., reducing total cost of ownership by a significant margin.

## 5 THE COST TO SERVE CUSTOMERS

In the back office, time is often wasted fielding product questions over phone and email, deciphering illegible orders and typos, and fixing order errors that inevitably occur from redundant manual processes. The ability to place orders online allows the buyer to confirm the order before submission, dramatically reducing order processing errors. And because your customers can access your entire catalog on your eCommerce portal, your back office team can spend less time answering product questions and more time moving the business forward.

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### ABOUT HANDSHAKE

Handshake provides the B2B Commerce platform for manufacturers and distributors that powers standout ordering experiences both in-person and online.

