

5 REASONS ERPS DON'T WORK FOR B2B SALES & ORDERING

The ERP, once considered an “all-in-one” solution for everything from payroll to order management, is falling short of the needs dictated by the on-demand economy. While some ERP systems offer modules or add-ons for B2B customer and sales rep ordering, they fail to meet demands for convenience, speed, and efficiency.

Here are the top 5 reasons manufacturers and distributors looking to use an ERP add-on as their sales and commerce software end up disappointed.

1 ERPS ARE NOT DESIGNED FOR SALES AND COMMERCE.

ERPs were developed to help businesses automate processes in the back office. They were not designed to be used by sales reps or customers, and aren't robust or tailored enough to represent the complex, evolving sales conversation that leads to an order.

2 ERPS HAVE NOT PRIORITIZED MOBILE TECHNOLOGY.

A strong B2B ordering experience includes the ability for your reps and customers to place orders from a [native mobile application](#) downloaded onto a smartphone or tablet. If your ERP provider claims to have mobile support, it usually refers only to mobile web-browser access, a buyer experience subject to problems with Internet connectivity.

3 ERP VENDORS LACK A COMPREHENSIVE OMNICHANNEL COMMERCE PLATFORM.

Given the fact that ERPs offer little to no mobile access, B2B suppliers are forced to invest in and manage multiple vendors to cover their omnichannel selling needs. SaaS Omnichannel B2B platforms, on the other hand, aggregate all orders placed by your customers, field reps, and inside sales team, and provide strong technologies on both web and mobile.

4 ERP VENDORS DO NOT HAVE THE UX DNA NEEDED TO ENCOURAGE ADOPTION.

After a company implements their ERP software, their employees have no choice but to use it. As a result, ERP vendors have never had to prioritize an exceptional user experience that drives adoption. By contrast, B2B buyers (and even your sales reps) are not required to use your ordering software. Unless your user experience is intuitive, functional, and seamless, they are unlikely to adopt it.

5 INVESTING SOLELY IN ONE ERP VENDOR INCREASES LONG-TERM RISK AND COST.

By relying on an ERP for your back office functions as well as your front-line sales and ordering, you are essentially putting all your eggs in one basket. If down the line you are unhappy with your vendor—whether it's due to a poor user experience or a lack of features—it will be difficult to pivot away from that vendor. With little leverage, it will also be difficult to renegotiate contracts and pricing.

To learn more about the downsides of using your ERP solution for sales and ordering and the strengths of the SaaS Commerce platform alternative, contact Handshake today at info@handshake.com or 855-532-9044 (+1-646-434-2553 intl).