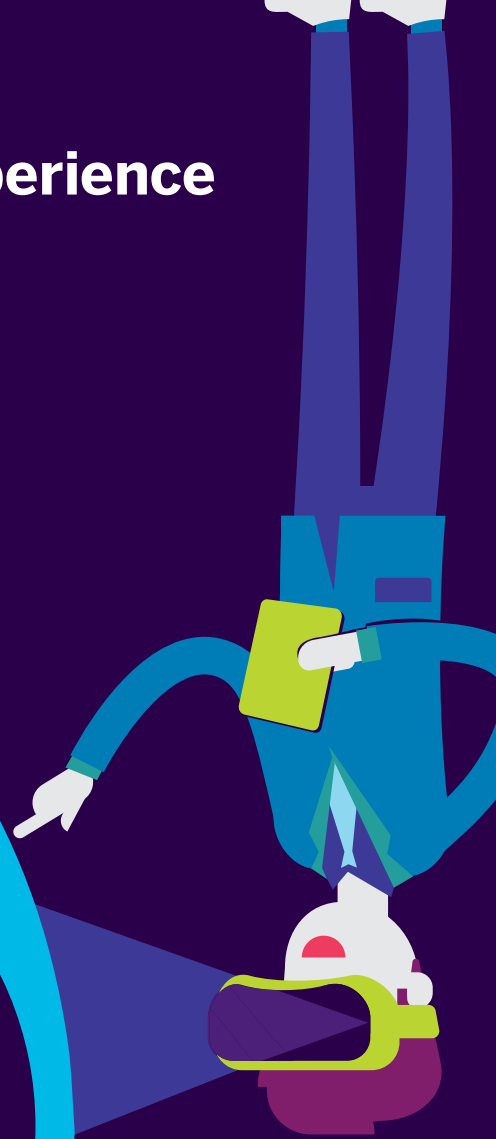




# Seamless Commerce for Enterprise

Connecting the business buyer





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**Businesses selling to other businesses (B2B) must start to think like their business-to-consumer (B2C) peers. And to succeed in today's experience era, they must all be digital. This is more than just e-commerce—it's about exploiting and leveraging new business models for direct and channel selling, using appropriate technologies to adopt a 360-degree view of the customer journey. Capgemini sees it as providing a B2Me experience—one in which you know where your customer is at every stage of their purchase journey, in their channel of choice, enabling you to provide them with relevant, contextual information.**

Digital commerce is essential to every organization's mission to generate more revenue and create compelling customer experiences that keep orders coming:

- ▶ B2B eCommerce will reach \$1.2 trillion and account for 13.1% of all B2B sales in the US by 2021.<sup>1</sup>
- ▶ Once traditionally offline-only customers migrate online, they are more willing to try new and mature brands, spend money, and become loyal.<sup>2</sup>

Capgemini's Seamless Commerce for Enterprise offer supports companies as they transition to this new digital B2B model, enabling customer insights to be captured and connected across all channels.

<sup>1</sup> "US B2B eCommerce Will Hit \$1.2 Trillion By 2021", Forrester Research Inc., June 5, 2017.

<sup>2</sup> "The Case For Omnichannel B2B", Forrester Research Inc., August 11, 2017

## New technologies are driving new behaviors

Digital has brought a paradigm shift in the way business buyers purchase the products and services they need to produce and deliver their own products and services. Buyers have been influenced by the customer experience standards set by the leading B2C sites and mandate this in their B2B lives. This is changing buying behaviors.

Today, all customers are omnichannel. They expect—no, they demand—sellers to satisfy their needs, their wants, and their desires, regardless of whether it's B2C or B2B. And, just like B2C, B2B buyers can be ruthless in their pursuit of the experience they want, voting with their wallets if their needs are not met.



But what should B2B aspire to? What does the good B2C they seek to emulate look like? In a nutshell, it's the Amazon-like customer experiences. Capgemini understands this and applies its connected customer approach – hugely successful in the B2C environment – to a B2B context. This incorporates:

▶ Personalization

▶ Price transparency

▶ Convenience

▶ Immediacy



## New experiences are shaping new market challenges

### The key trends emerging in this new, digital B2B era are:

- ▶ Adoption approaches: B2B companies' go-to-market is fundamentally changing. How they approach this change, and the speed of digital adoption, differs. Forrester suggests that in some cases, B2B companies are evolving their models and gradually incorporating digital into a broader omnichannel customer value proposition.<sup>3</sup> In other cases, B2B companies are completely revolutionizing their approach to selling by becoming inherently digital-first enterprises.
- ▶ Hidden sales paths: The efficient, effective, easy-to-use, my way, anytime, anywhere demands of today's customers are now standard—and, as such, buyer inclinations are changing:
  - ▶ There is a growing preference towards self-service: In 2015, 53% of the B2B buyers Forrester surveyed preferred to gather information on their own versus interacting with a sales rep. A year later, that figure grew to 68%.<sup>4</sup>
  - ▶ Technologies such as conversational commerce, voice-activated search, Amazon Dash Buttons, and the Staples Easy Button are having a big impact.
  - ▶ Mobile is much more prominent in B2B than in previous years, with an increase in both research and purchase via this channel.



*According to Forrester, e-commerce represents the majority of sales and sales growth for key B2B companies.<sup>5</sup> As such, many B2B distributors are altering their commerce models accordingly. For example, e-commerce sales for MSC Industrial Supply now account for over 60% of its total sales online, up from less than 45% in 2013, and today the business commits to next-day-delivery in the UK on all orders placed online up until 7:00 pm.<sup>6</sup>*

<sup>3</sup> "B2C Sets The Standard For B2B", Forrester Research Inc., September 8, 2017.

<sup>4</sup> "Death Of A (B2B) Salesman: Two Years Later", Forrester Research Inc., March 29, 2017

<sup>5</sup> "B2C Sets The Standard For B2B", Forrester Research Inc., September 8, 2017

<sup>6</sup> Source: Paul Demery, "MSC Industrial Supply's e-commerce sales reach 61% of revenue," Digital Commerce 360, July 12, 2017 (<https://www.digitalcommerce360.com/2017/07/12/msc-industrial-supplys-e-commerce-sales-reach-61-revenue/>).

## B2C experiences in a B2B marketplace

Capgemini's Seamless Commerce for Enterprise enables this new B2B commerce model. It helps B2B companies put their customers at the center of their business, no matter the industry. In turn, this builds an affiliation with the customer. A loyalty that goes past just being transactional and into something that is unequivocally positive and personal. It achieves this by delivering a B2B commerce experience that:

- ▶ Matches the B2C experience—and expectations
- ▶ Personalizes the buying journey with data-driven insight
- ▶ Overcomes channel conflict
- ▶ Goes beyond just the transaction to become an end-to-end journey
- ▶ Creates a single source of truth for the buying ecosystem.





## A seamless customer experience

Leveraging the leading SAP Commerce platform as a prime base layer, Capgemini has created a model that integrates with a client's back-office functions. This brings together trading, marketing, supply chain, and IT functionality in a single environment. It addresses client needs across channels and through systems that optimize a diverse range of activities. These include: catalog management, guided buying and selling, product configuration, pricing and quotes, contract management, promotions and rebates, renewals, and order management.

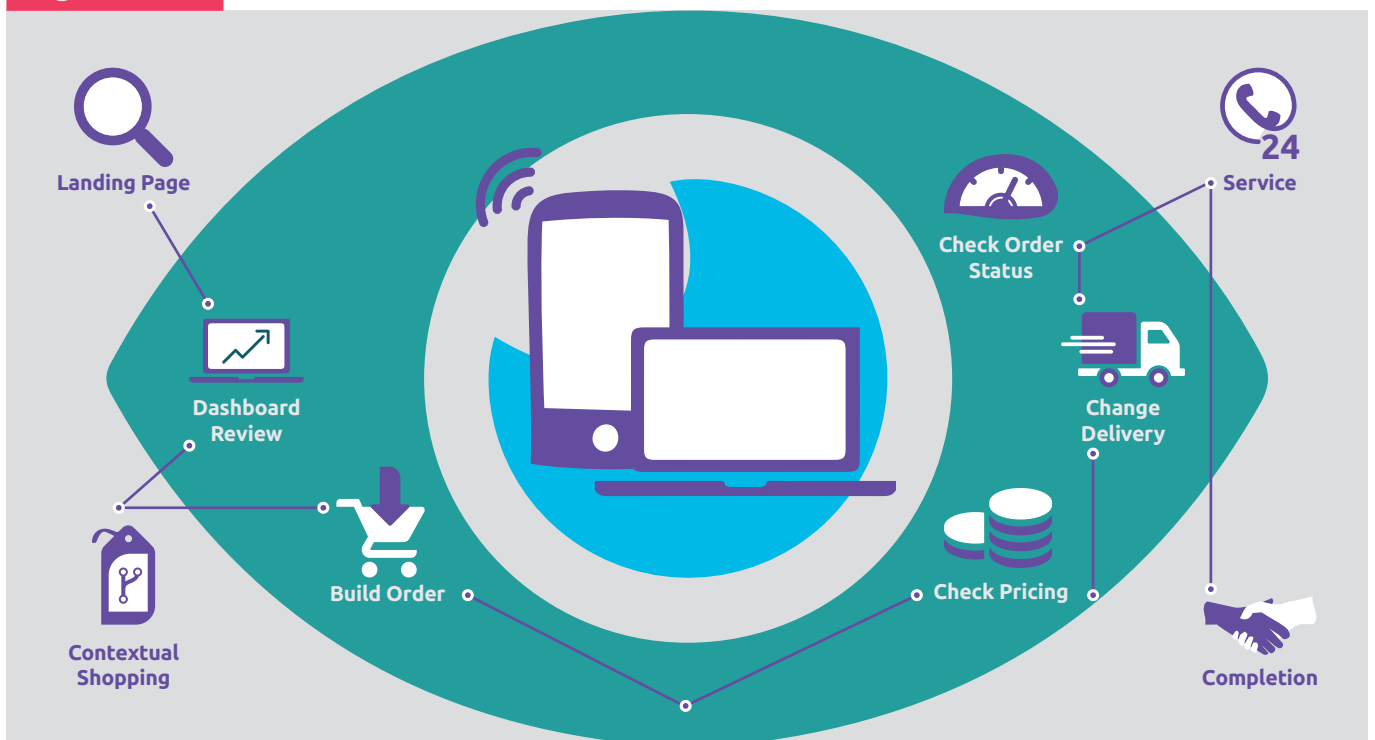
With a deep understanding of the changing journeys and expectations of today's B2B sellers and buyers, Capgemini has ensured this model addresses client needs across channels and through systems that optimize a diverse range of activities. These include: catalog management, guided buying and selling, product configuration, pricing and quotes, contract management, promotions and rebates, renewals, and order management.

The model also supports seamless customer experience across channels, devices, departments, and systems. User experiences are based on popular design principles and intuitive access to information anytime, anywhere.

Further, search and analytics functionality enables contextual, location-awareness searches for information. Using predictive and prescriptive analytics, companies can identify, assess, and act on key indicators, such as sales cycle times, conversion rates, and transaction values.

Recognizing the role of personalization in influencing buyers and other stakeholders, Capgemini's Seamless Commerce for Enterprise offer supports the interconnection of every customer touch point on the buying journey. This extends from a buyer first visiting the seller's website/landing page, through contextual shopping and pricing checks, to the completed purchase (See figure one).

Figure One





While survival in this changing world is clearly the most compelling reason to digitally transform, there are many other advantages. Perhaps the most significant benefits are cost savings and revenue growth, largely due to the following:

- ▶ The average cost-per-interaction is reduced. Customers who purchase online cost less to support. According to Forrester, Coca-Cola reported that it reduced its average cost-per-interaction by 85% by moving offline B2B customers online.<sup>7</sup>

- ▶ Reduced costs for customer support. It's no surprise that the technology behind digital commerce can replace more expensive human functions.
- ▶ Increased incremental revenue. Forrester reported that multi-billion-dollar food distributor US Foods said customers who bought online spent 5% more than those who only bought offline. Further, Levi Strauss reported that channel shifting its B2B customers to a self-serve portal increased its revenue by 10%.<sup>8</sup>

## Driving a better buying experience

**With Capgemini's Seamless Commerce for Enterprise buyers can also:**

- ▶ Improve their ability to compete in a connected world with more integrated digital access to catalogs and services across a range of supplier touchpoints, channels and devices

- ▶ Buy any product, from anywhere, for any region of operation via online means to meet changing company dynamics and growth targets

- ▶ Improve order fulfillment—and time to market with their own product

- ▶ Reduce systems integration effort via a fully integrated toolset and pre-built data

- ▶ mapping to back-end SAP systems

- ▶ Simplify data exchange with suppliers' systems

Achieve best-in-class scalability, flexibility, and performance for high-volume, high-transaction environments

- ▶ Increase satisfaction through improved transparency of the buying process and overall user experience

Receive a more responsive, timely service from suppliers



<sup>7,8</sup> "Death Of A (B2B) Salesman Two Years Later", Forrester Research Inc., March 29, 2017

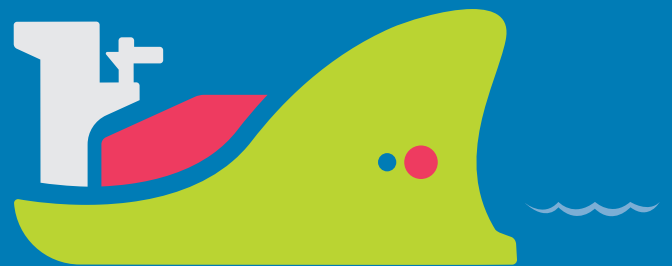
## Simplifying the customers' experience

Rockwell Automation is the world's largest company dedicated to industrial automation and information. It sought to simplify its customer experience to drive productivity—both for its own business and for its customers. Capgemini implemented and went live with SAP Commerce in just eight weeks—the fastest implementation reported in history. Rockwell is now able to engage with clients on a subscription-based e-commerce model, is providing customers with instantaneous product and service access, and has enabled event-driven integration by automating the quotation and order management process.<sup>9</sup>

## A leader in ecommerce solutions

SAP Customer Experience is independently recognized as an e-commerce solutions leader. It delivers enterprise software and on-demand solutions for e-commerce, multi-channel commerce, mobile commerce, product content management, master data management, order management, as well as cloud-based solutions for customer engagement in sales and service, marketing, and revenue management.

Capgemini has been a Global Services Integration Partner for SAP since 1993. With proven accelerators in the form of predefined design templates and best practices, Capgemini accelerates the implementation of SAP Customer Experience within its Seamless Commerce for Enterprise offer. This enables clients to speed the time to value from their investment in SAP Customer Experience.



<sup>9</sup> Source: Capgemini "Decode Digitalization for Your Discrete Manufacturing Company", May 25, 2017 (<https://www.slideshare.net/capgemini/decode-digitalization-for-your-discrete-manufacturing-company>)

## Why Capgemini

Getting Digital Commerce right is not easy. As such, B2B companies are looking for experienced partners that have “been there and done that” to guide them along the path to success. Seamless Commerce for Enterprise extends Capgemini’s proven and established expertise in applying connected customer thinking for the B2C market. It intersects data, design, and technology, while drawing on our specialist B2B and customer experience knowledge, to enable our clients to build their business around their customer.

With a business model built on speed to value, we help our clients rapidly realize benefits from their SAP Customer Experience implementation.

### Our expertise and capability in B2B commerce includes:

- ▶ Experience in handling complex front-end and back-end B2B environments
- ▶ Years of SAP e-commerce integration experience combined with the capability to serve clients on a global scale
- ▶ Strong digital experience vision with great customer experience assets that we leverage for our B2B clients
- ▶ Integration between our clients’ supply chain systems and their e-commerce systems to ensure a true seamless omni-channel experience
- ▶ Change management, project management office (PMO) and testing are all critical components of any transformation project—Capgemini has a fully integrated team across all domains
- ▶ We hit the ground running, having built SAP Customer Experience B2B design phase accelerators and ready-to-use SAP connectors, as well as a ready-to-use platform in the cloud.

**We help our clients use digital commerce to make all the right connections across every customer touchpoint—from online to physical—in today’s B2Me world. With Seamless Commerce for Enterprise from Capgemini you will create an unbroken, end-to-end and personalized business-to-consumer (B2C) experience in a business-to-business (B2B) market-place.**



Contact Capgemini today.  
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## About Capgemini

A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of 200,000 team members in over 40 countries. The Group reported 2016 global revenues of EUR 12.5 billion.

Visit us at

[www.capgemini.com](http://www.capgemini.com)

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