# Speakers & Agenda

- Change

- 2 Megatrends

- B2B Commerce Digitalization

- Where to focus now?
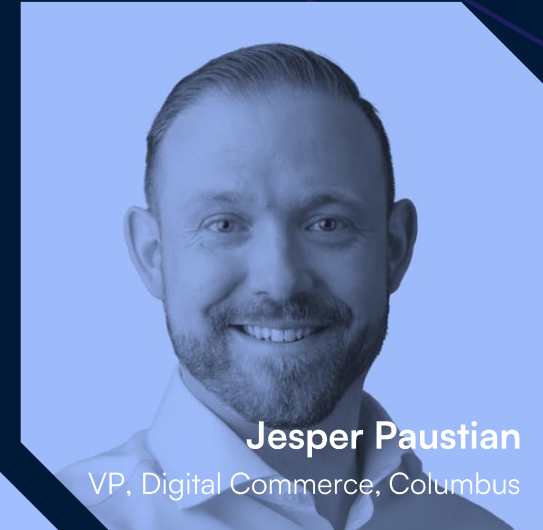
**Jesper Paustian**
VP, Digital Commerce, Columbus
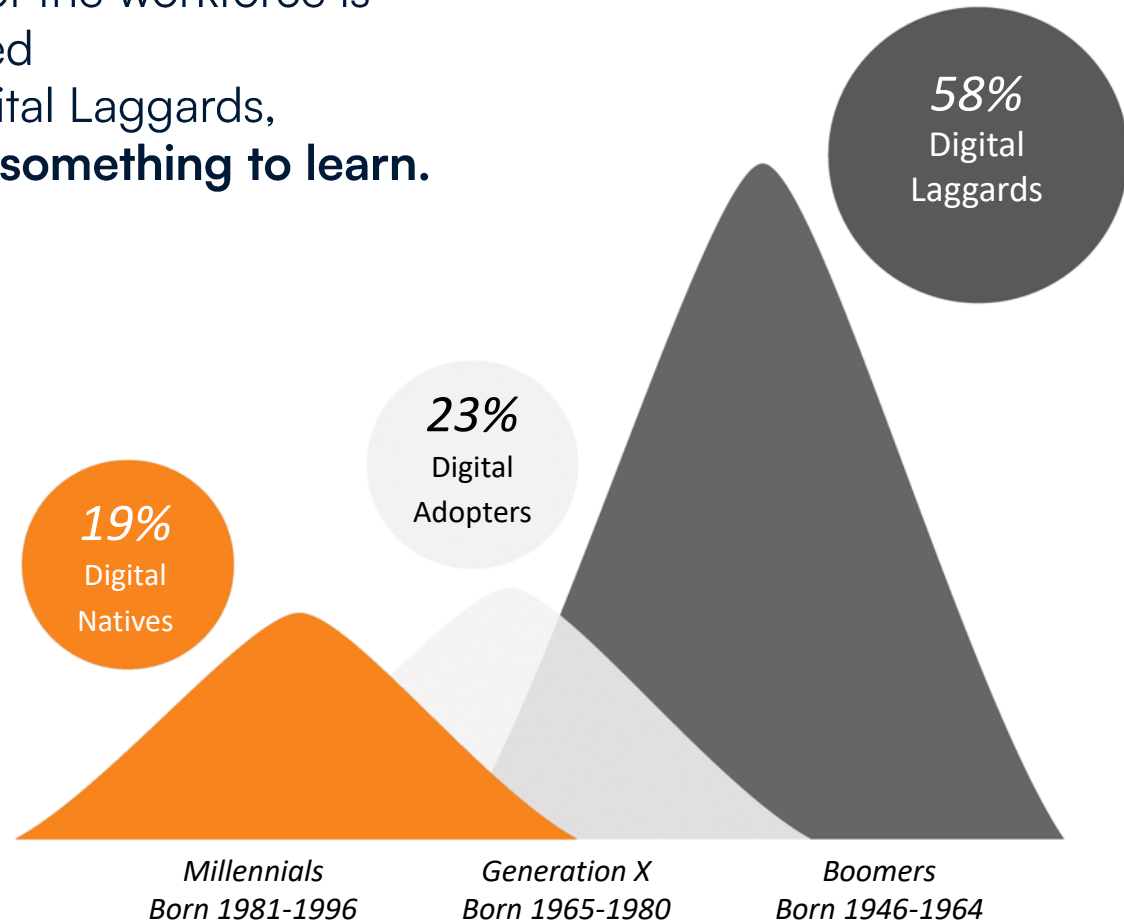
**Brede Bjerke**
CSO, DynamicWeb

# Game Changers

# The New Customer

The changing mix in workforce

Scandinavian Workforce — 2010
Majority of the workforce is considered
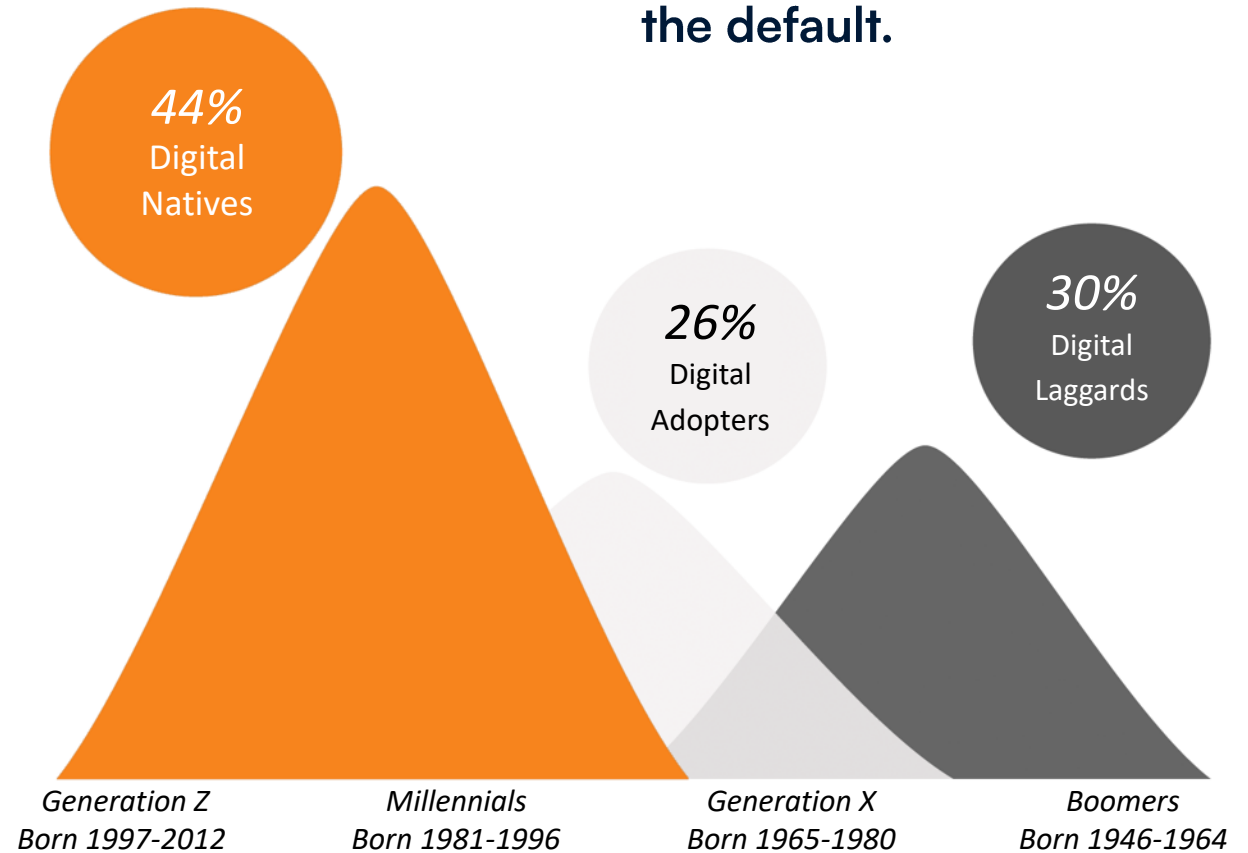to be Digital Laggards,
**digital is something to learn.**

**58%**
Digital Laggards

**23%**
Digital Adopters

**19%**
Digital Natives

Millennials
*Born 1981-1996*

Generation X
*Born 1965-1980*

Boomers
*Born 1946-1964*

# The New Customer
## The B2B Buyer of Today

**72%**
Expect a personalized online experience and say content has a significant impact on their buying decisions

**87%**
Want a self-serve buying journey

**59%**
Buy big-ticket items online (>$50k)

**73%**
Are below 39 years old

**74%**
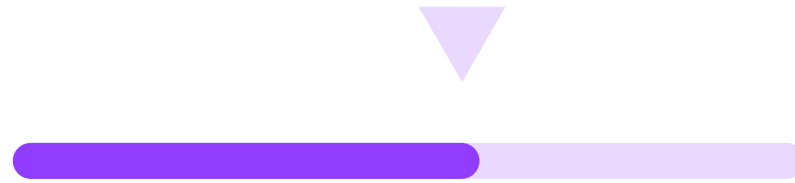Do more than half of the research online before doing purchase offline

**48%**
Watch 30 minutes or more of B2B related videos during research process

**65%**
Rely on peer recommendations and review sites

# The New Customer
## A change in the buying process

**57 %**

57 % of purchase decision process occurs before buyers contact solution providers  - *CEB*

**80 %**

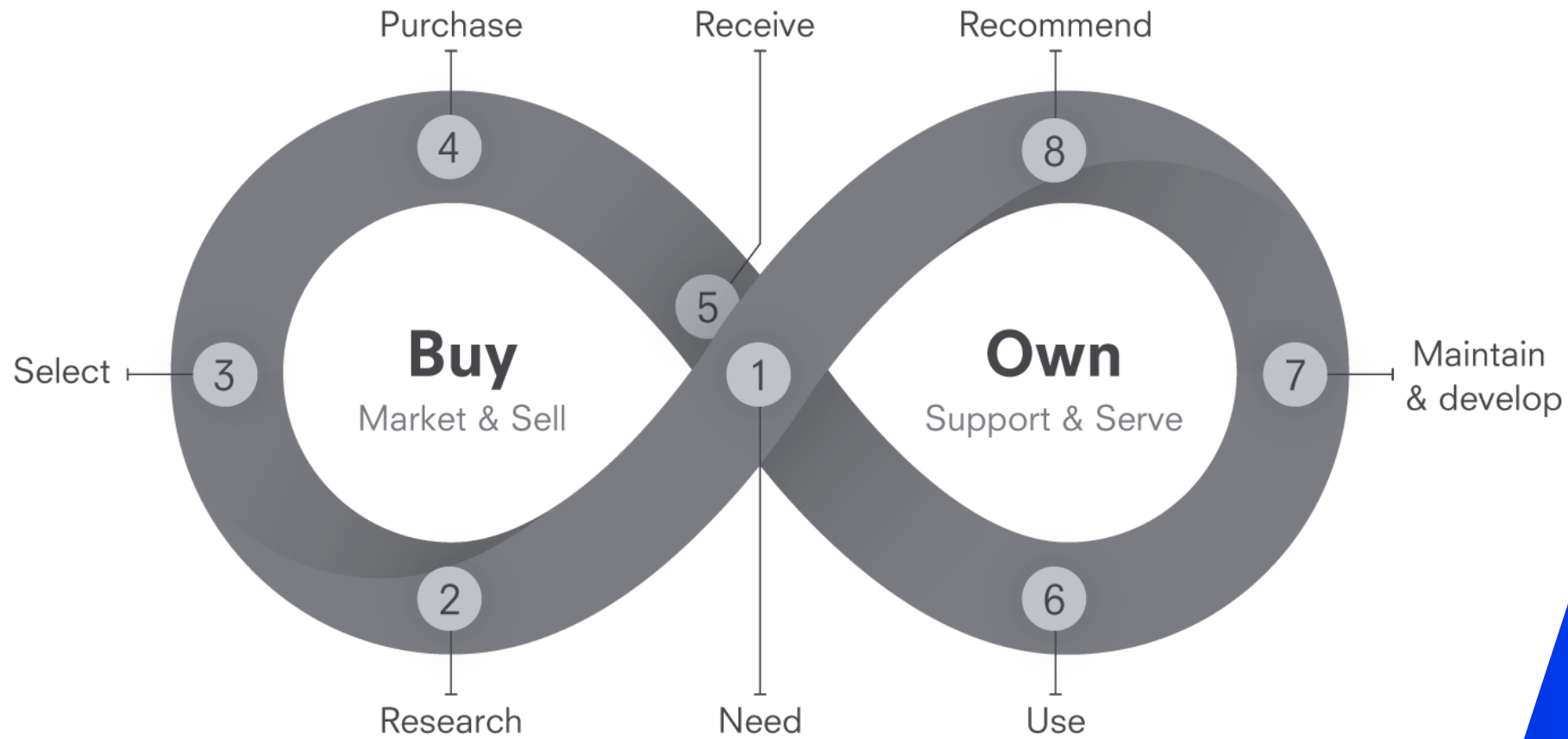By 2025, 80% of B2B sales interactions between suppliers and buyers will occur in digital channels - *Gartner*

**60 %**

By 2025, 60% transformed to data-driven selling, merging their sales process, applications, data and analytics into a single operational practice - *Gartner*

Source: Gartner, CEB

A change in Customer Journey and Relationship expectations

CHANGE

CHANGE

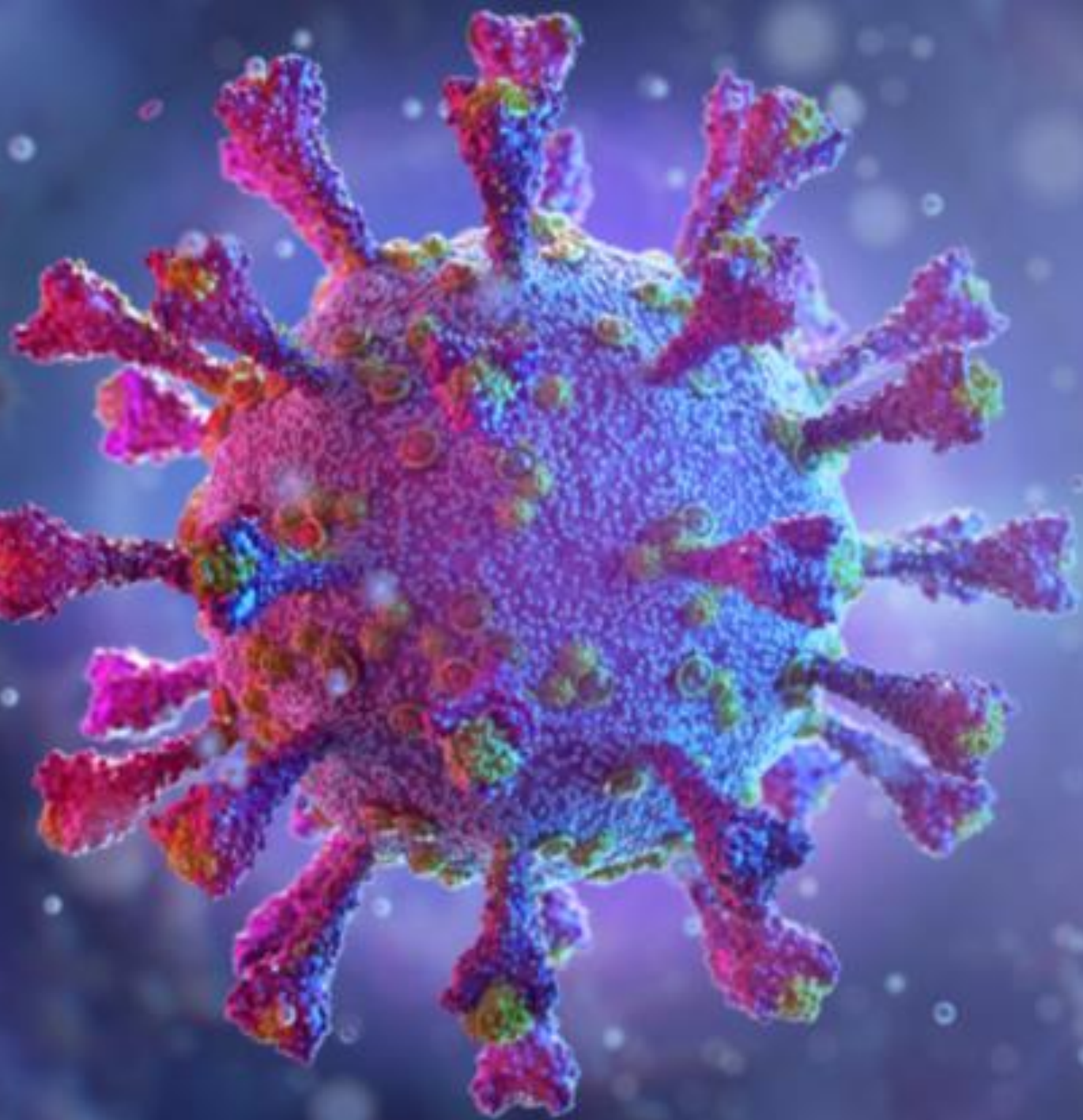# The Only Constant

CHANGE

# Accelerate Trends

COVID-19

Improved
Decision Making

Enhanced
Automation &
Efficiency

Personalized
Customer Experiences

Improved
Cybersecurity

Efficient Resource
Management

AI

Accelerated
Innovation
& Research

Cost Reduction
& Scalability

Improved Workforce
Collaboration

Ethical Considerations &
Responsible AI Use

Enhanced Customer Insights
& Market Intelligence

CHANGE

# Is Hard to Predict

"What is **not** going to change in the next 10 years?"

- Jeff Bezos

Provokation 4

# Salgskanaler

Antallet af digitale salgskanaler
vil **falde**

"Fremtidens vindere vil være de virksomheder, der proaktivt tilpasser sig den digitale transformation, investerer i teknologi og datasystemer samt udvikler kundeoplevelser, der både er fleksible, personaliserede og digitale."

Citat: Brede Bjerke

Og lidt Jesper.....

Trend nr. 1

# Produktdata bliver altafgørende

# EUROPEAN GREEN DEAL

Corporate Sustainability Reporting Directive (CSRD)

Sustainable Finance Strategy

EUROPEAN GREEN DEAL

**Product quality**

**Product data quality**

# DPP
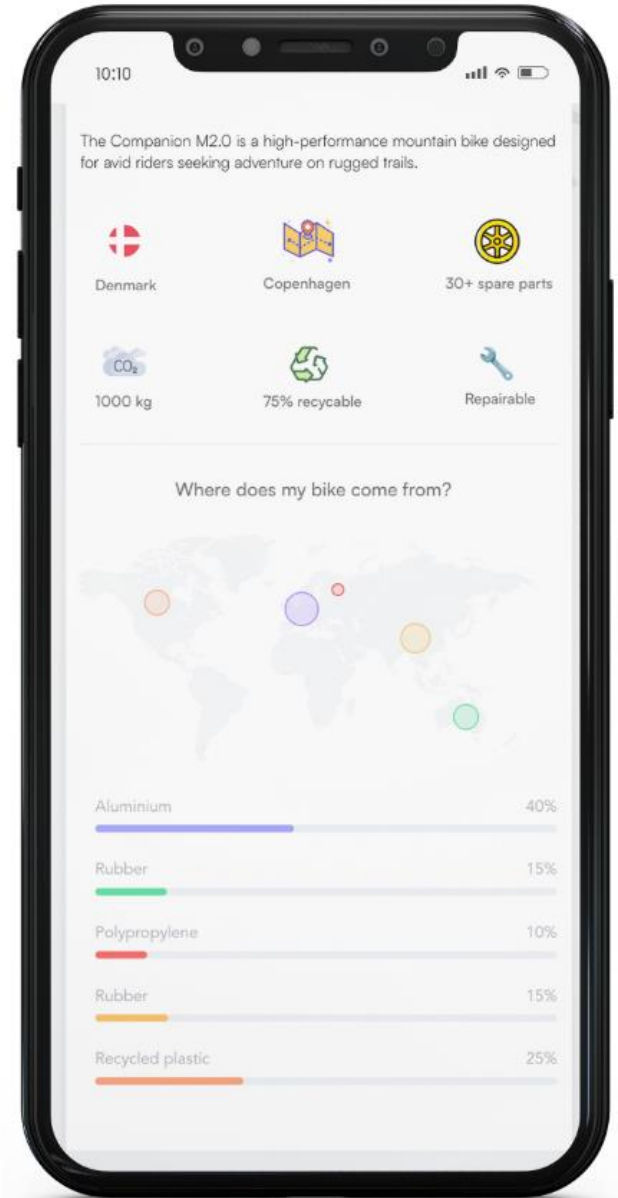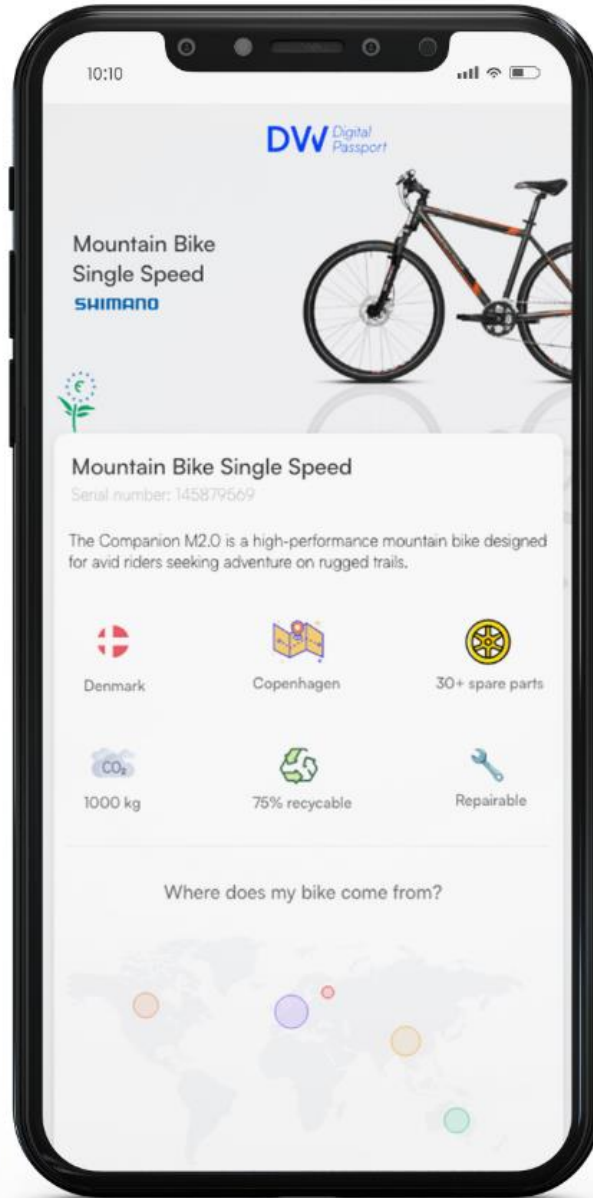
# Start investing in Product Information Management

**Trend nr. 2**

# I B2B bliver E-commerce så meget mere end blot en transaktion

# The ability to place orders 24/7 (62%), the ease of finding and learning about products (52%), and ease of use (52%) are customers top benefits of an eCommerce or self-service portal



The ability to place orders 24/7 — 62%

It's easier to find and learn about our products — 52%

It's easier to do business with us — 52%

The ability to place orders without a sales rep — 48%

They like having visibility of our previous orders — 38%

Better negotiated pricing — 26%

They can't do EDI, but still want to do business with us online — 17%

Columbus x DynamicWeb

# ECOMMERCE

# COMMERCE

# ECOMMERCE

ERP

Shipping

Payment

Integration

Marketplaces

PIM

ECOMMERCE

# COMMERCE

COMMERCE

ERP

Shipping

Payment

Integration

Store

Marketplaces
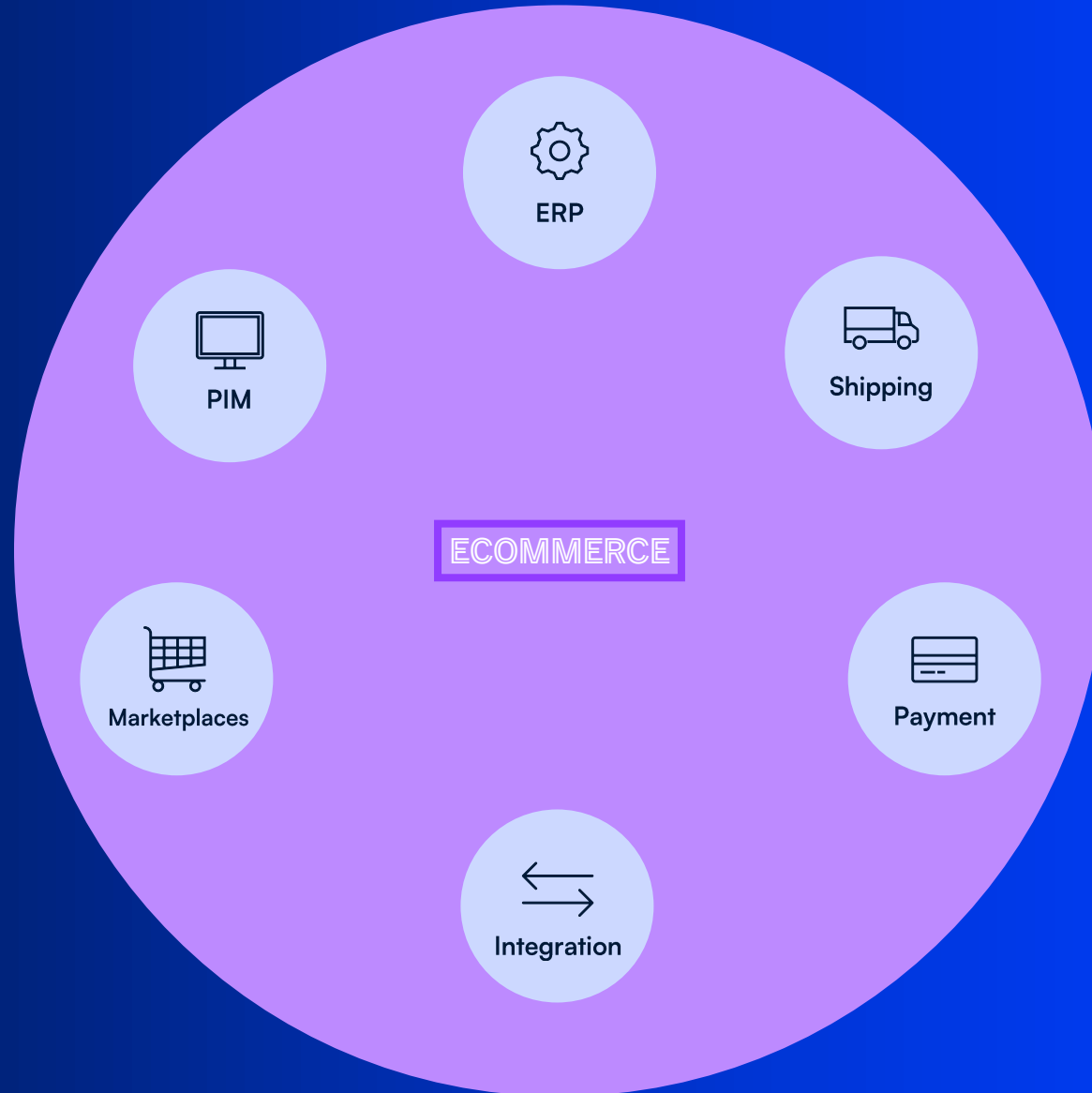
E-commerce

# Support rules for B2B ordering

Order Specific Pricing

Order Split Merge

Customer Specific Pricing

B2B Order Handling

Multiple Carts

Service API

Shipping Locations
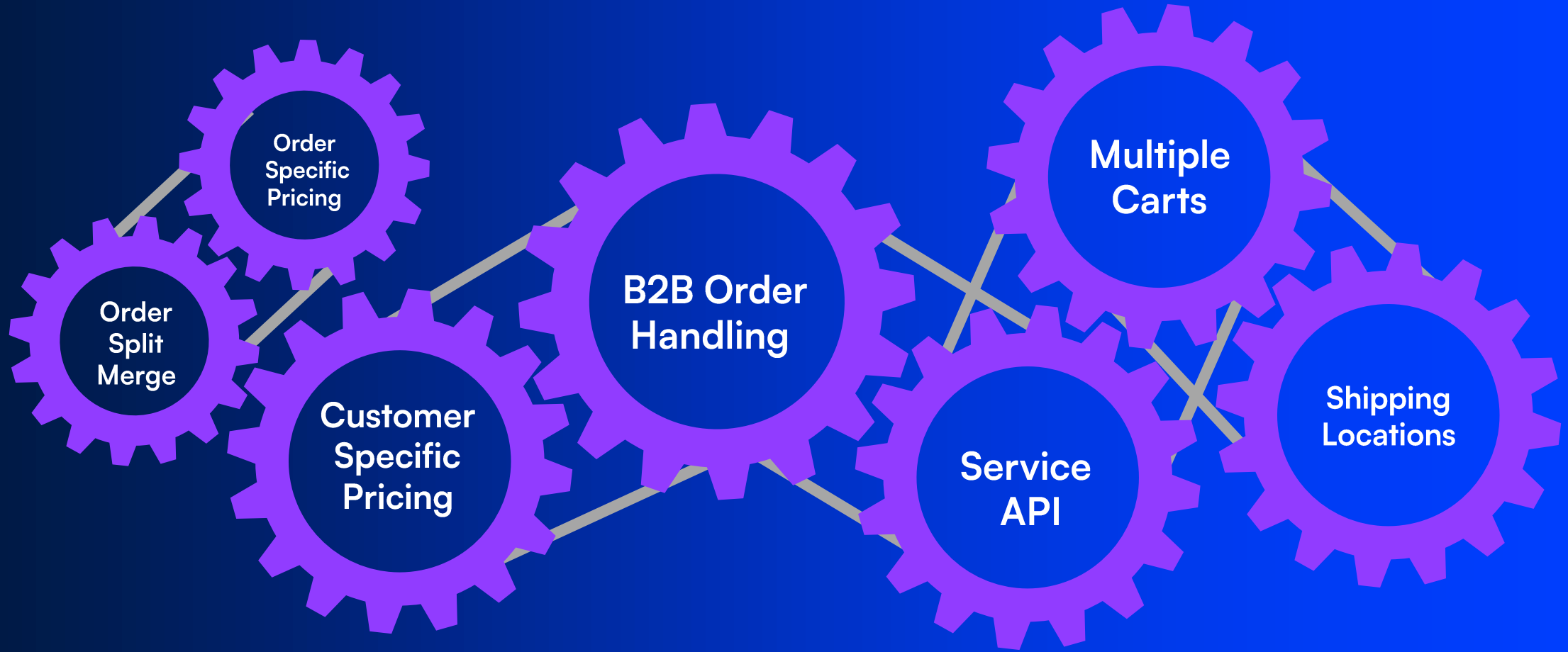
Advanced B2B Buying Process Flow
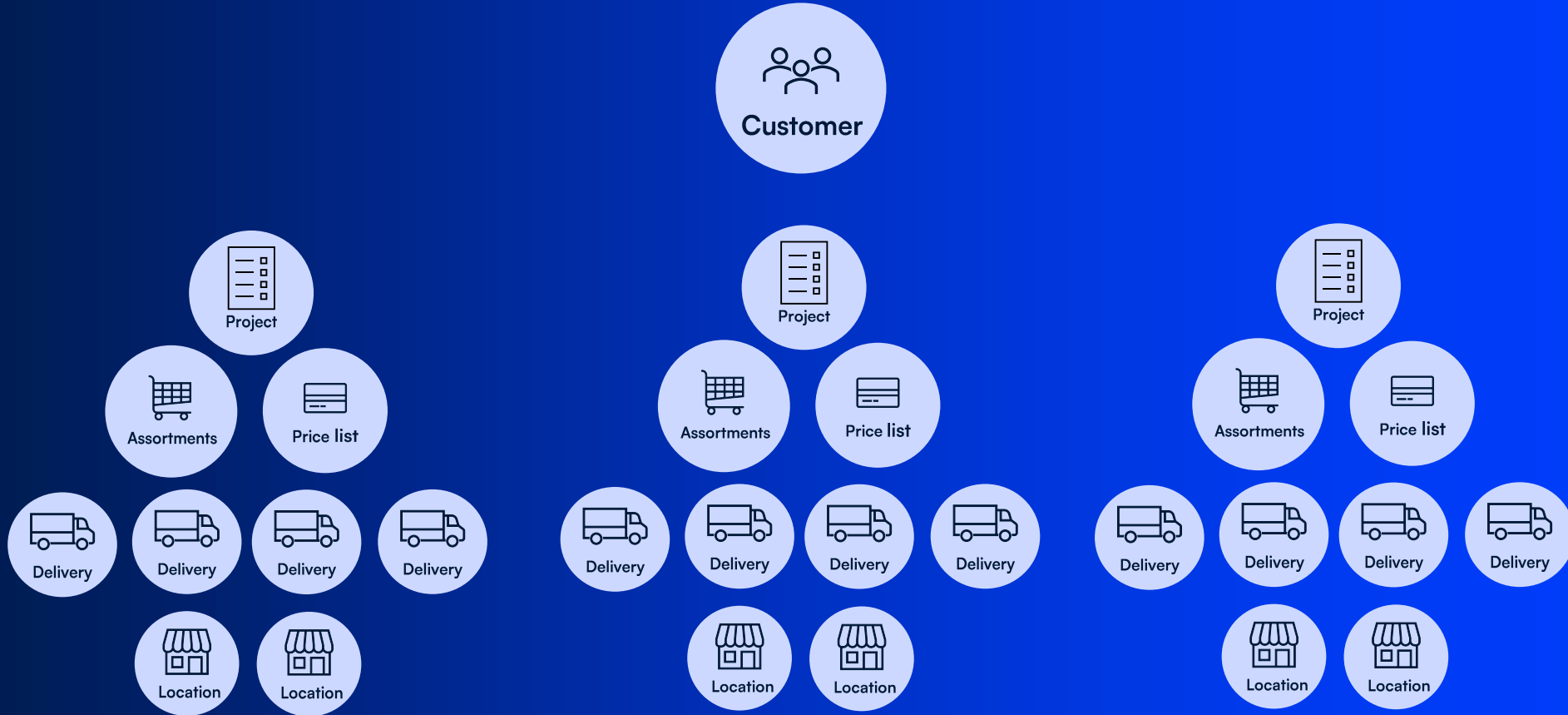
# Start investing in Commerce

# B2B Commerce Digitalisation

The next generation of digital portals

# B2B Commerce Digitalisation
## - The next generation of digital portals

**The run-down of the next 19 minutes**

- What? Portals? Digitalisation? Commerce?

- Digital Transformation - accelerated by need(?)

- Game Changers

- Adopting and utilizing technology to secure growth

Portals?
Digitalisation?
Commerce?
**What?**

"A customer portal is a digital platform that gives customers complete visibility into their interactions with your company"

**Customer Portal Definition**

# A customer gateway to all your services and data

The goal is to create a **Seamless (Product) Experience**

SALES

MARKETING

CUSTOMER SERVICE

SUPPLIERS

PARTNERS

DEVELOPMENT

PRODUCTION

QUALITY ASSURANCE

FINANCE

Dashboard

My Fleet

My Orders

My Quotes

My Assignments

My Messages

Services

Spare part shop

Documents

Support

**Notifications:**
"We are open"
- Offer 24/7 availability

**Related products:**
**Provide** the customer with insights

Centralised Experience Driven Portal

# Digital Transformation
**Accelerated by need(?)**

"There is no digital strategy just strategy in a digital world"

- Bud Caddell

# Are we being driven by needs of business, partners or customers?

- *"Make my (work)day better"*

- *"Less talk, more self service"*

- *"Please send an email"*

- *"Your competitors are already doing that"*

CCO

Director of Purchasing

Spare Parts Manager

# Wholesale

## Order & Reorder, PunchOut & Quote

Streamline your business operations and enhance efficiency by offering seamless Order & Reorder, PunchOut, and Quoting solutions.

## Data Governance & Distribution

Digital platforms for onboarding, managing, enriching and distributing digital assets and product data in various channels.

## Sales Enablement & Support

Sales tools and training for assisted selling through digital platforms, ensuring customer education and follow-up for enhanced engagement.

## Value Chain Efficiency & Management

Enabling dealers with dropship capabilities and real-time availability with available to promise (ATP) and facilitate supplier collaboration through dedicated portals.

# Manifacturing

## ✓ Quoting & Ordering

Ordering Portal for easy product ordering, reordering, quoting and product configuration, all in an eCommerce environment.

## ✓ Dealer Portal & Support

Dealer Portal to support dealer specific quoting, share product assets/product information, catalogs and price lists.

## ✓ Aftermarket Portal

Spare Parts Portals supporting aftermarket sales, including Spare Part Kits, catalogs and Personal/BOM based eCommerce experience.

## ✓ Direct to Consumer

Enable D2C (Direct-to-Consumer) sales channels, including eCommerce, third-party marketplaces, and own marketplaces.

# TOYOTA

## MATERIAL HANDLING

A digital transformation journey, driven by
business AND customer needs!

"We'll never be able to offer trucks online!"

"~~We'll never be able to~~ Let's offer trucks online!"

# Digitalization of the Core Business

**Omni-Channel**

To serve customers with a comprehensive and seamless experience.

**Self-service**

Help customers with options and make it easy for them.

**Automation & Digital Services**

Increase efficiency through good data quality, automation, and easy-to-use tools.

**Sales Promotional**

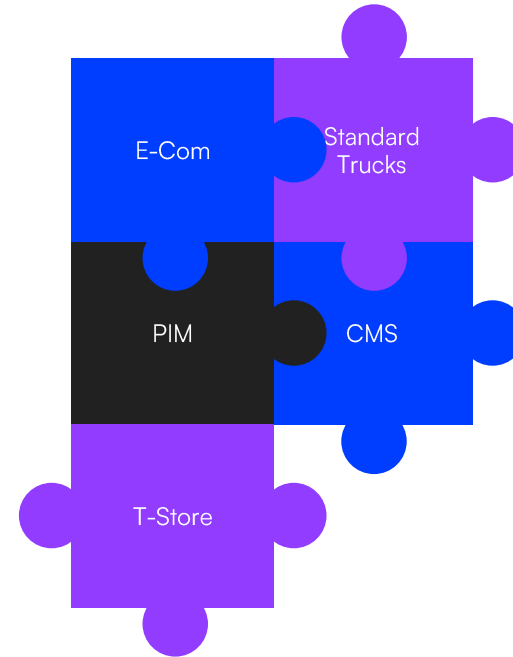Sales tools to enhance insights and improve sales.

**Digital marketing**

Enhance the results of sales efforts.

**Speed & Flexibility**

The organization, processes, and architecture need to be adapted to the new focus.
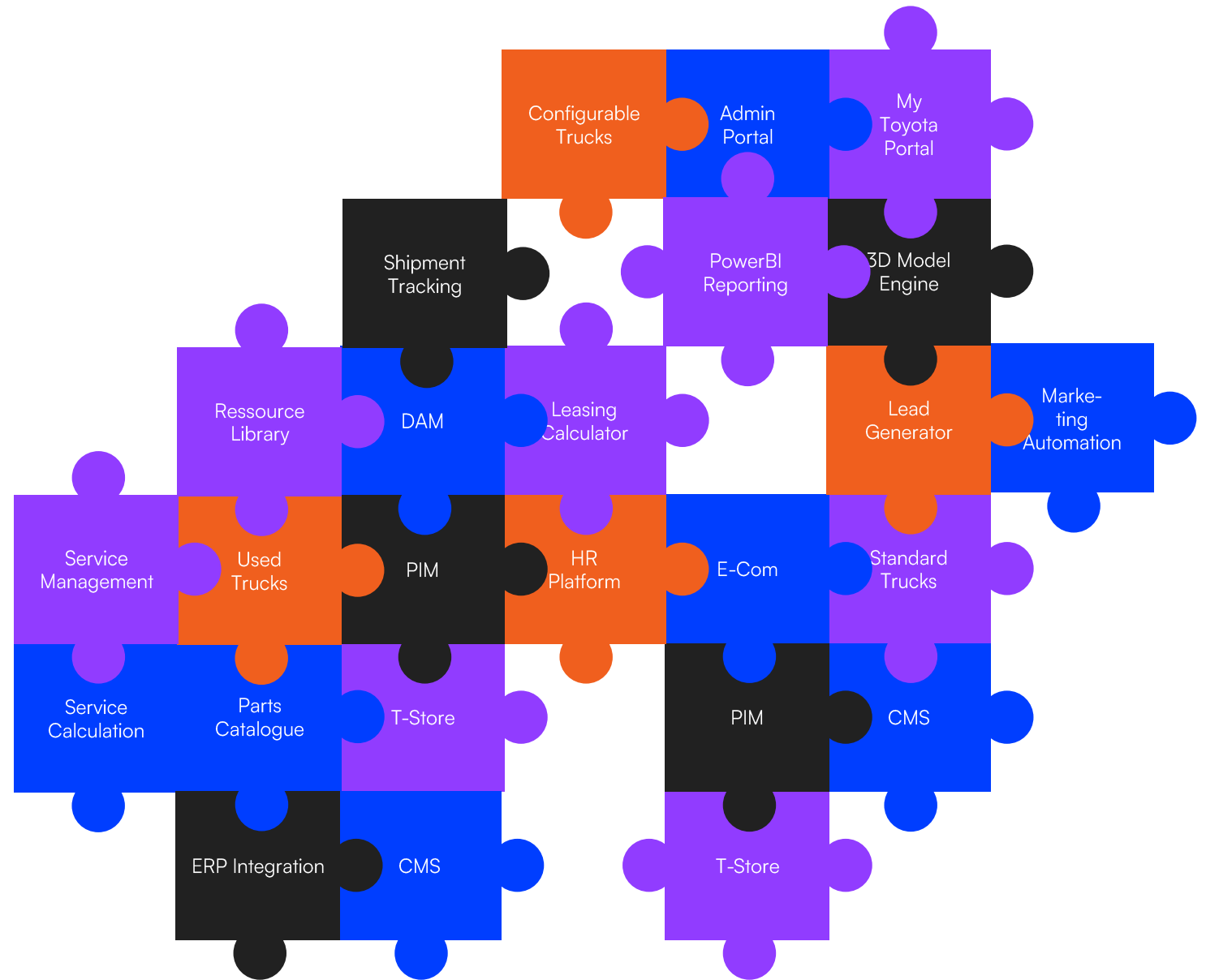
2022
Multiple applications offering multiple user experiences in all TMHE markets connected to a landscape of enabling system

"You don't need to be Zalando to create a tailored user experience"
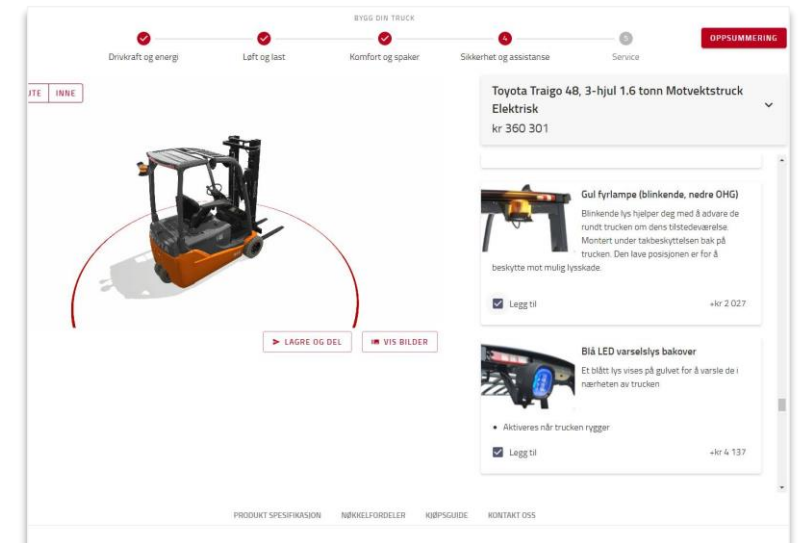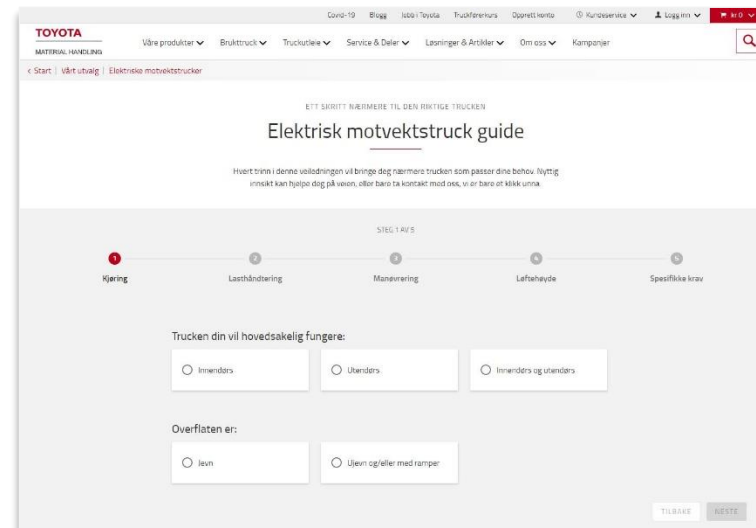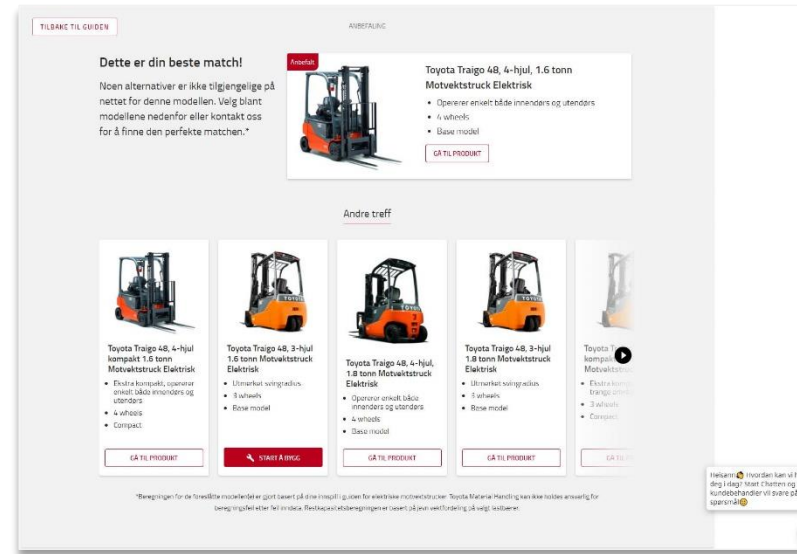
- David Nolander, THME

# B2B Solution with a B2C Experience

TMHE's web platform is a B2B solution with a B2C experience.

TMHE have an optimised Leads & Sales Management process based on ONE customer focused solution, NOT a corporate website and a commerce shop.

Learn/Copy from industry leaders, with a purpose.

# Supporting the business case

| 29% | 19% | 28% | 30% | 82% |
|---|---|---|---|---|
| Increase in total revenue | Higher lead conversion rate | Increase average order value | Shorter sales cycles | Recurring business |
| Source: Forrester | Source: SAP | Source: SAP | Source: Forrester | Source: Gartner |

# 4 Key takeaways

| | |
|---|---|
| **Needs as a strategic driver** | Business, Organisation and Customer needs are key to create and execute success. |
| **Knowledge is key** | The business and investment case should be based on solid knowledge about the business and vertical. |
| **Challenge the ordinary** | The power of "Why?", as a factor to challenge why things are the way they are. |
| **Technology** | A well-defined and utilized tech-stack is an accelerator for growth. |

# Composable Commerce Suite

DynamicWeb offers **PIM, eCommerce, Marketing and CMS in one powerful Commerce Suite** featuring standard integrations to Microsoft Dynamics ERP.

As a partner Columbus utilizes the stack to build a solid foundation for future growth and needs to **unleash business potential.**

**Front-End**
- Swift
- Core
- Headless

**Commerce Suite**
- CMS
- Marketing
- eCommerce
- PIM

**Integration & Accelerators**
- Integration
- Management API