

How Digital Showrooms Are Revolutionizing ECommerce



Introductions



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What You'll Gain in the Next 20 Minutes:

- 1 The Consumerization of B2B Commerce Myth
- 2 Digital Sales Room Introduction

Next Year B2B is gonna be huge.....



"The consumerization of B2B is (...) an absolute expectation. Buyers want their experiences to be fast, easy, always on, and mobile first."



"B2B buyers want the same shopping experience as B2C shoppers, with a focus on efficiency and ease of use."

Common B2B Ecommerce Challenges and Solutions to Overcome Them



"Modern (B2B) buyers want personalized buying wherever they shop."

Modern buyers want personalized buying wherever they shop

67%

of online B2B buyers are switching suppliers for a more "consumer-like" purchasing experience

90%

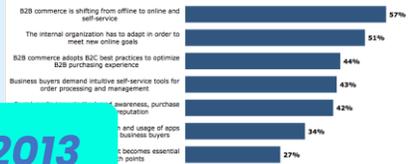
of B2B customers expect a similar brand experience and channels



"B2B commerce is adopting B2C best practices in order to optimize the purchasing experience."

Transformation of B2B Commerce

September 2013



2013



"If you sell to business organizations (...) your customers want the same ease and simplicity of buying online they're already used to from B2C eCommerce."



2013



"Online B2B sellers now recognize that the customer experience in a B2B environment is just as important as the customer experience for B2C."



2015

B2B



complexity & Relationships

Multiple

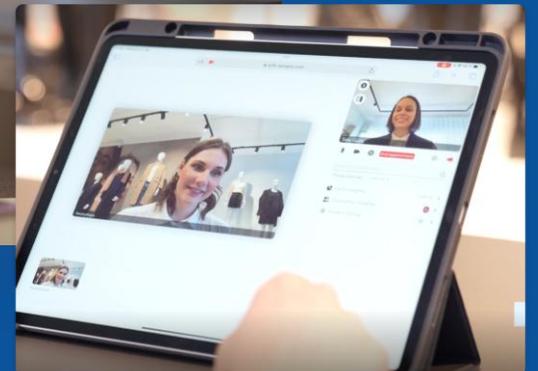
- Payment
- Pricing
- Currencies
- Shipping
- Inventory
- Business models
- Languages
- Countries
- Systems
- Integrations
- Warehouses
- Price Lists
- Workflows

- Education
- Trust

NEW

Digital Sales Rooms

The Future of B2B Commerce



INTRODUCING

Digital Sales Rooms

DSR in Commerce = Telehealth in Healthcare

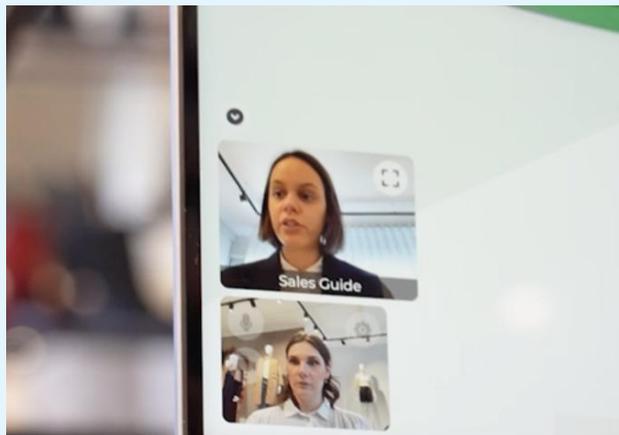
- Virtual platform that allows companies to conduct online sales activities
- Salespeople can invite potential customers to present products, negotiate and close deals
- Share multimedia content such as presentations, videos and product descriptions
- Host live presentations for customers - directly from your e-commerce platform



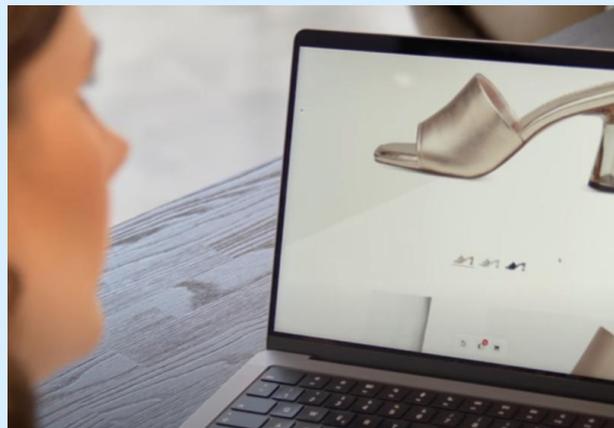
Common Use-Cases

Interactive product presentations with digital sales rooms

1 Rep Guided Session



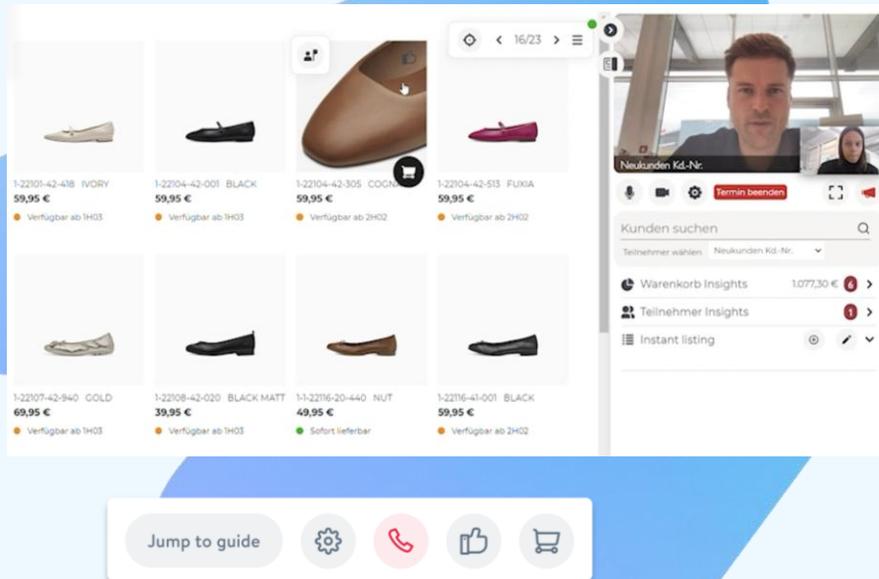
2 Pre-Curated Session



3 Showroom (hybrid)



Digital Sales Rooms – Guided Session



Advantages

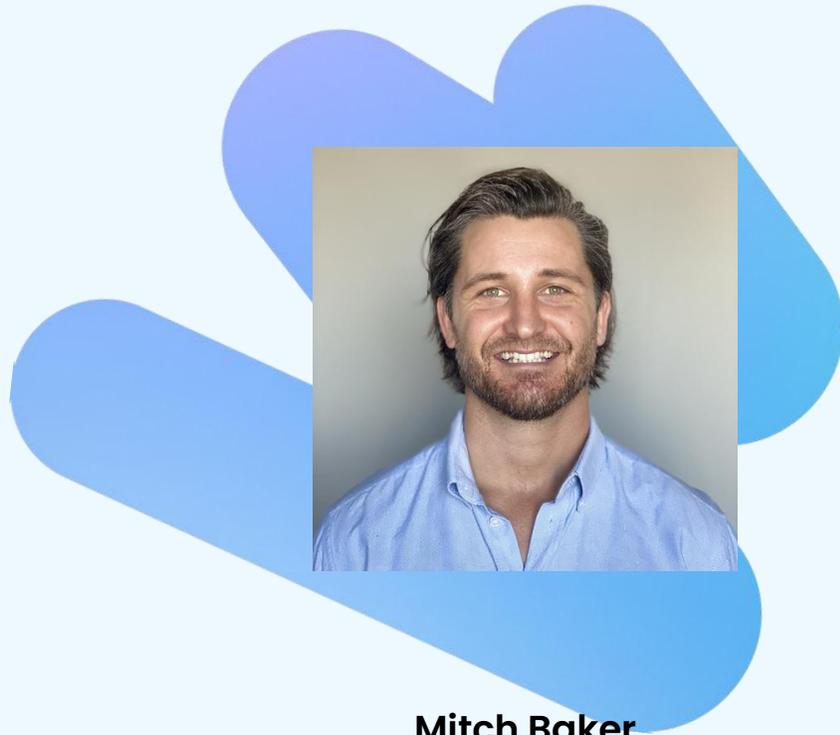
- ✓ Real – Time presentation
- ✓ Notification which product is viewed
- ✓ Extended product info for sellers
- ✓ Instant listing of new products
- ✓ Upselling or cross-selling with wishlist

TAKEAWAYS

What We Covered Today:

1 **Consumerization of B2B Commerce** : Big Tech's big prayer

2 **Digital Sales Room**: The spark to drive digital adoption



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Questions?