

# Storefronts, Marketplaces, and Customer Portals

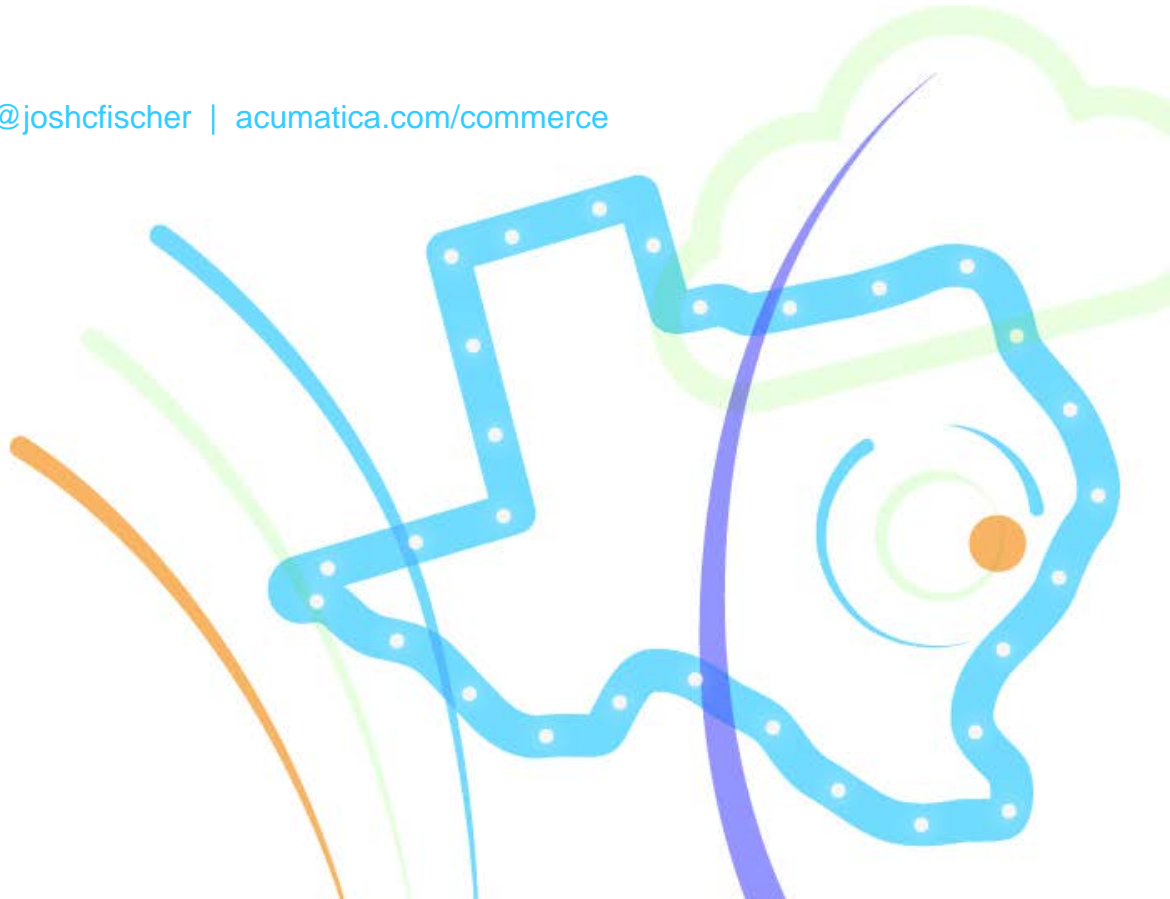
Josh Fischer

Senior Product Manager, Commerce Edition | [@joshcfischer](#) | [acumatica.com/commerce](#)

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Jan. 27 – Feb. 1 • Houston, TX



# Agenda

- Introduction
- Why is Web Based Commerce Important?
- B2B vs B2C
- What do Buyers Want?
- Storefronts | Marketplaces | Customer Portals
- Demo
- Questions and Answers



## Josh Fischer

Senior Product Manager, Commerce Edition

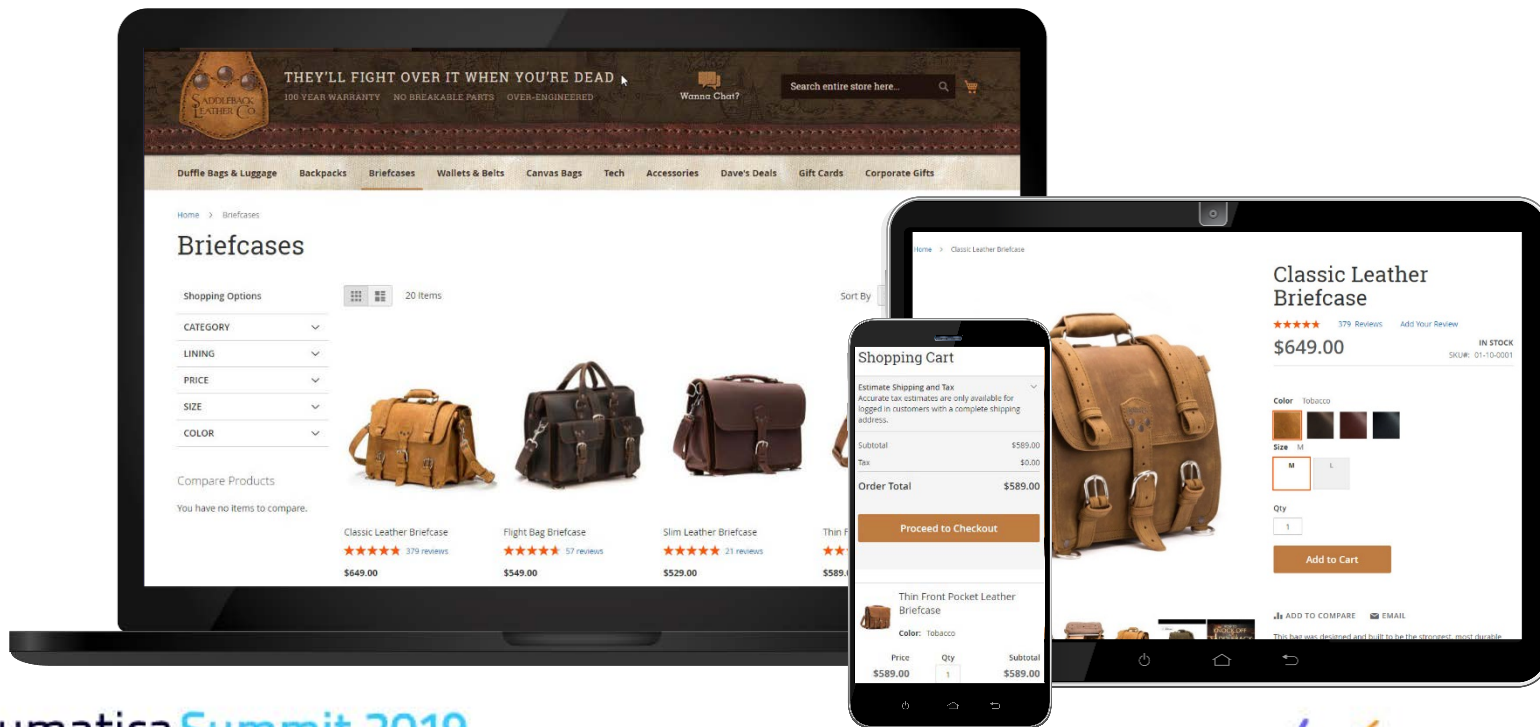
[@joshcfischer](#) | [linkedin.com/in/joshcfischer](https://www.linkedin.com/in/joshcfischer)

Josh joined Acumatica in October of 2018. Before joining as the new Product Manager of the Commerce Edition, he spent 5 years leading the development of an award winning B2B eCommerce Platform which integrated with an open source ERP system. Prior to leading that effort, Josh founded and operated a digital agency which built large-scale web platforms for national brands and non-profit organization. Throughout his career he has led efforts in marketing, design, business strategy and technology development.

**Why is web based commerce so important?**

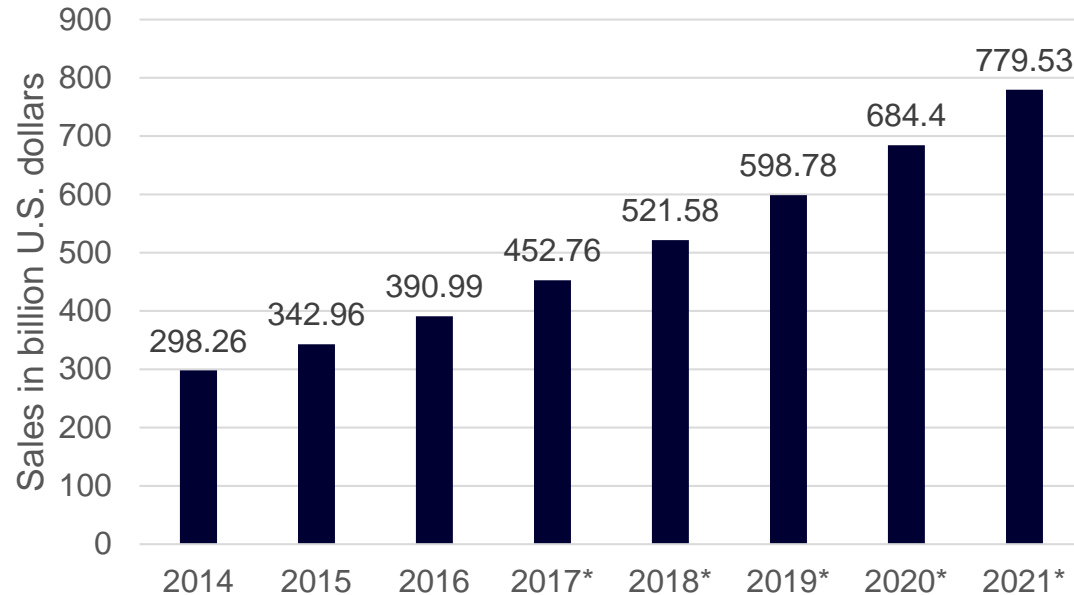
# Everyone Makes Personal Purchases Online

Buying online is now commonplace in American households



# B2C Web Sales Growth Continues

Retail eCommerce Sales – 2014-2021



Source(s): eMarketer; ID 183750

## US B2C Online Sales

2018 - 521 billion in B2C online sales

2021 - Estimated ~780 billion in B2C online sales

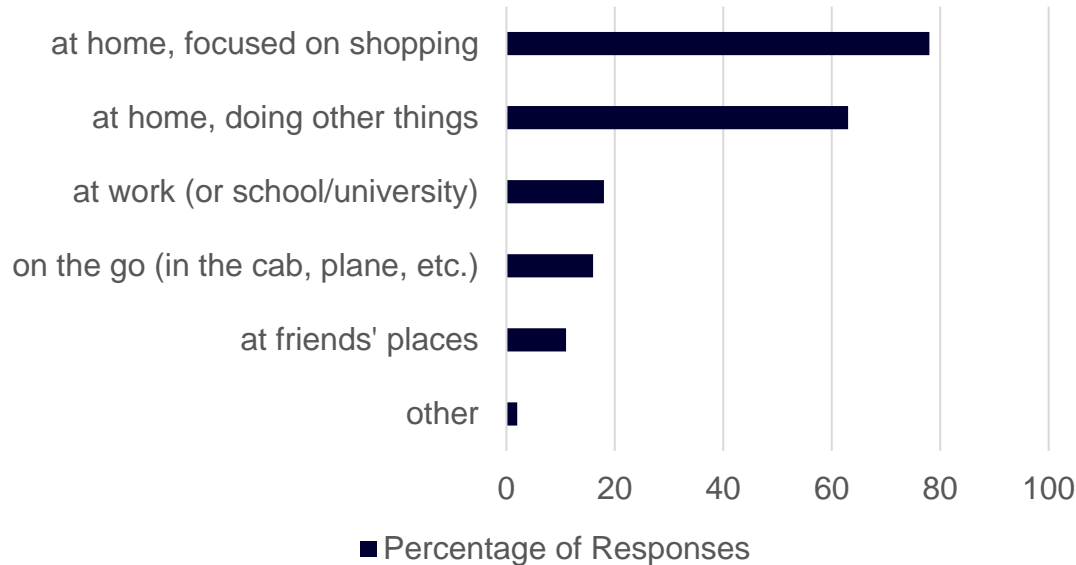
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# Consumer Purchasing Habits

When, where and how do consumers make purchases online?

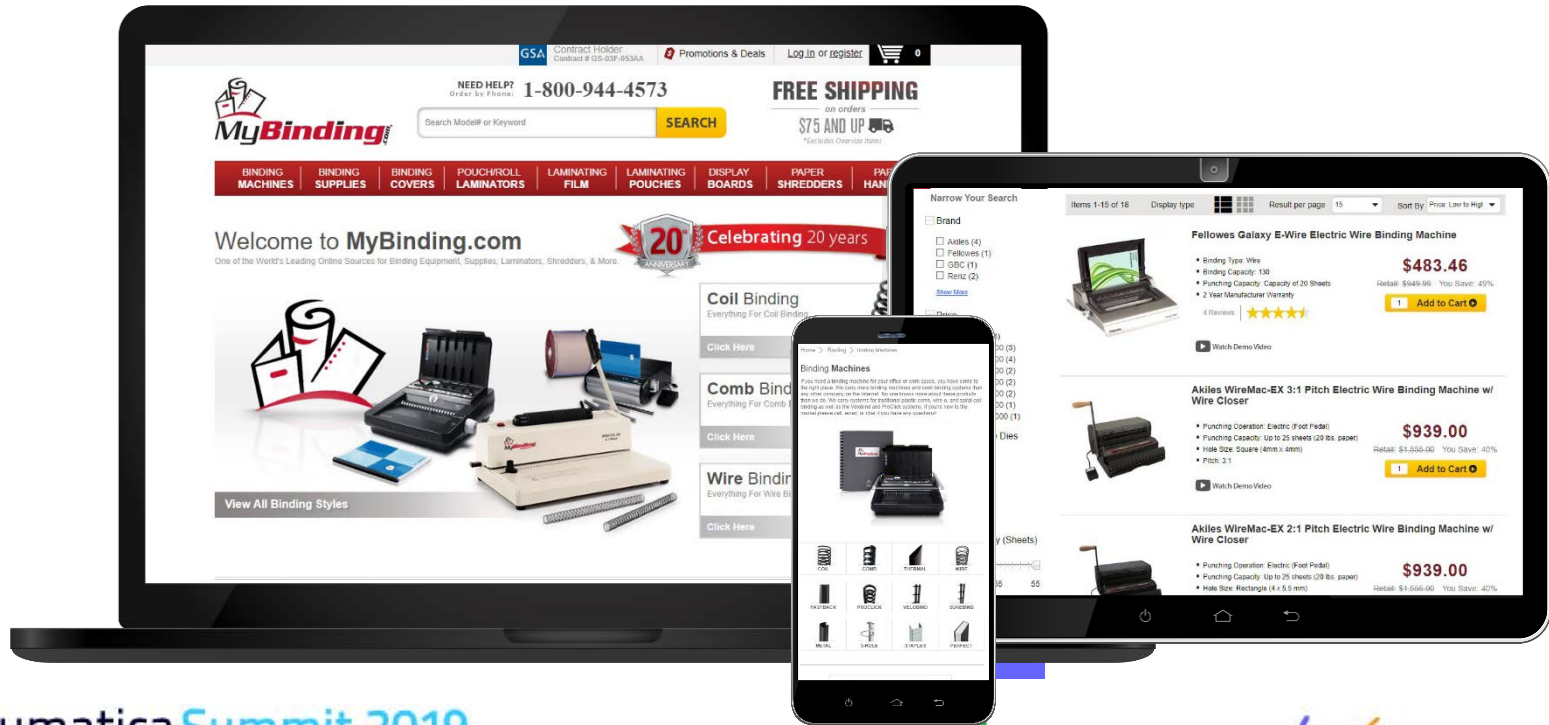


People love to shop from the comfort of their home. Even while doing other things.

Source: Statista Survey Onlineshopping in the U.S. 2018. 992 Respondents.

# Business Now Happens On The Web Too

US B2B eCommerce sale nearly double B2C eCommerce sales.



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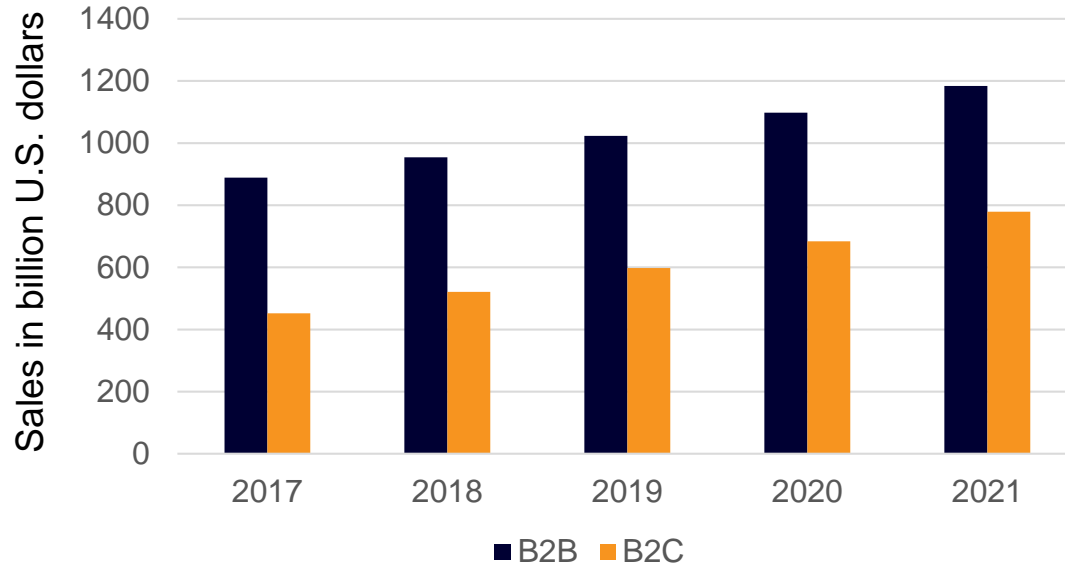
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# US B2B vs B2C Sales Estimates

B2B will continue to represent significantly more sales than B2C



US B2B eCommerce Sales is estimated to break 1 trillion this year.

Source: Forrester Research (B2B Data) and eMarketer (B2C Data)

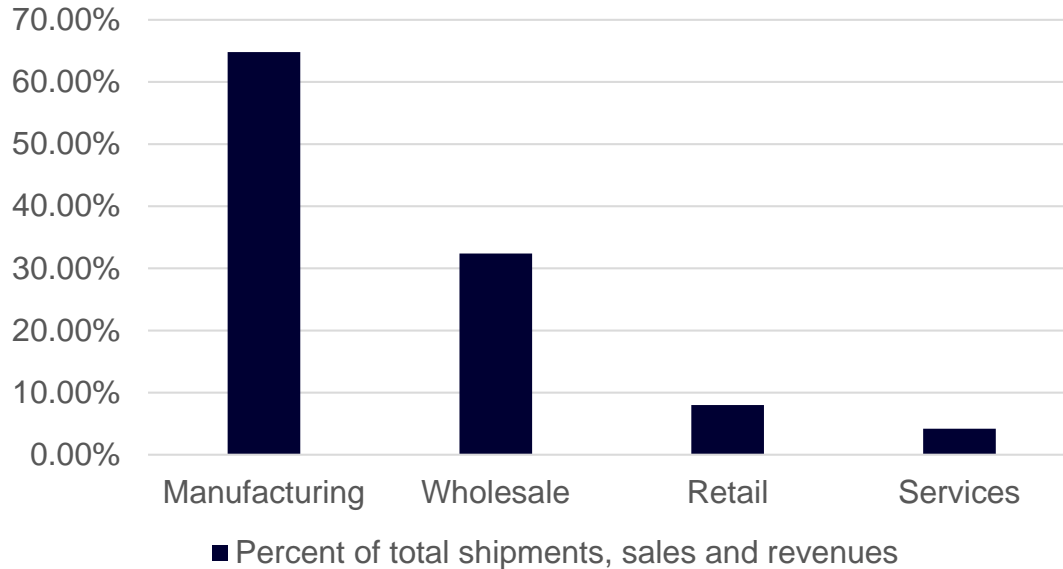
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# Majority of eCommerce Shipments

Manufacturers are shipping the most eCommerce orders



Source(s): US Census Bureau

Manufacturers are realizing they can use web based selling tools to go direct to their buyers.

Dropshipping also likely contributes to these numbers.

# Use Cases of Commerce Edition Prospects

Desires of prospective Commerce Edition customers

## B2B - Manufacturer

- Make the buying/selling process faster and easier
- Informative content about products
- Reduce sales time lost to “phone orders”
- Wants to sell direct to consumers

## B2C - Speciality Product

- Sells a “long tail” product
- Not successful in retail
- Through marketing, develops a fanbase online
- Needs a “back-end” system to manage the business

## B2B & B2C Distributor

- Wide spectrum of customers
- Buyers with negotiated rates
- Reduce sales time on calls
- Self-Service
- Underserved market opportunities

# What Buyers Want - B2B vs B2C

Is B2B really that different from B2C eCommerce?

## B2C

- Product reviews, quality content, and coupons/discount codes.
- Longtail Products.
- Offer an OmniChannel Experience.

## B2B

- Efficiency, quality content, customer specific prices and business information.
- Make sales representatives available when the buyer needs them.
- Offer an OmniChannel Experience.

**What exactly is “Commerce Enabled ERP”?**

**A modern ERP including the necessary features to support the activities of a web based business.  
The two systems will synchronize data and be aware of the others actions at all times.  
The ERP is always the master of the data.**

# Features That Buyers Expect

A successful eCommerce Enabled ERP requires certain features

A **sample** of features based on customer type.

Notice that all B2C features are also applicable to a B2B eCommerce site.

## B2B Features:

- Customer Specific Pricing
- Personalized Experiences
- Multiple Payment Options
- Multiple Account Addresses
- Customer Service Tools
- Invoice History
- Inventory Availability

## B2C Features:

- Context Based Search
- Rules Based Product Variants
- Tax Calculation
- Guest Purchase Options
- Subscriptions
- Upsells/Related Items

# Acumatica Commerce Edition

## Storefronts | Marketplaces | Customer Portals

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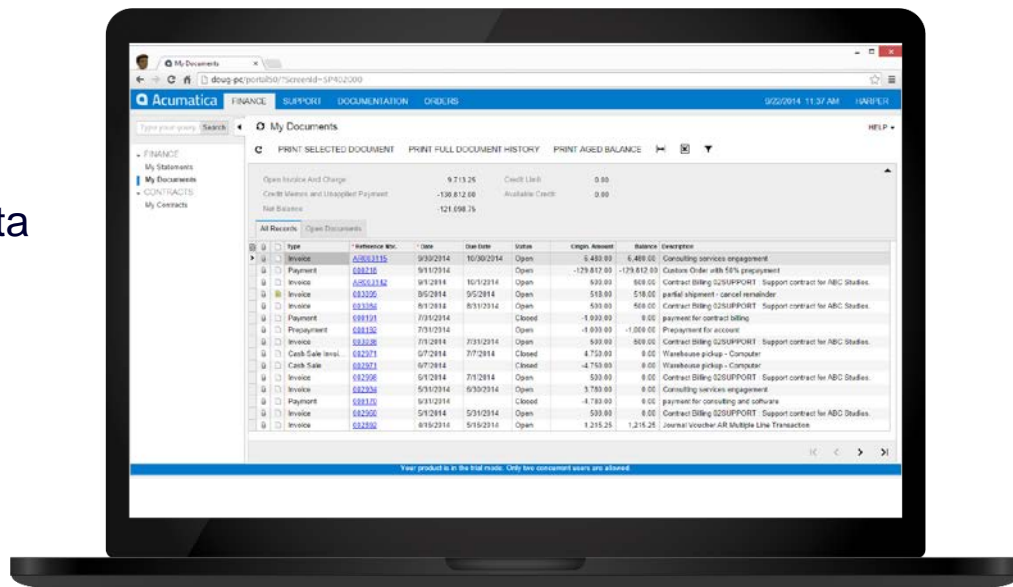
Three curved lines in blue, orange, and light green, starting from the bottom left and curving upwards and to the right, ending near the top right of the slide.



# Customer Portal

B2B Customer Portals – Simply Web Applications for Buyers to create Sales Orders

- Efficient access to information
- Customer specific pricing
- Real time synchronization of data
- Customer specific experiences
- Quick order entry
- Invoice history
- Account management



# MarketPlaces

Web Based Platforms where many sellers engage with many buyers

- Large audiences and traffic
- Requires limited marketing commitment
- Numerous marketplaces are available
- Strong digital advertising opportunities
- Buyers trust these marketplaces
- The marketplaces make a lot of money on your sales, though

The Amazon logo, featuring the word "amazon" in a black, lowercase, sans-serif font, with a curved orange arrow underneath it pointing from the letter 'a' to the letter 'z'.The Newegg.com logo, featuring a stylized orange and grey egg shape to the left of the text "newegg.com" in a blue, lowercase, sans-serif font.The Overstock.com logo, featuring a red square with a white stylized 'O' inside, followed by the text "overstock.com" in a black, lowercase, sans-serif font.The eBay logo, featuring the word "ebay" in a lowercase, sans-serif font where each letter is a different color: 'e' is red, 'b' is blue, 'a' is yellow, and 'y' is green.The Jet logo, featuring the word "jet" in a bold, purple, lowercase, sans-serif font.The Hayneedle logo, featuring the word "hayneedle" in a grey, lowercase, sans-serif font, followed by a colorful geometric icon consisting of several intersecting lines.The Wish logo, featuring the word "wish" in a blue, lowercase, sans-serif font with a stylized, rounded 'w'.The Walmart.com logo, featuring the word "Walmart.com" in a blue, sans-serif font, with "Walmart" in a larger size than ".com".

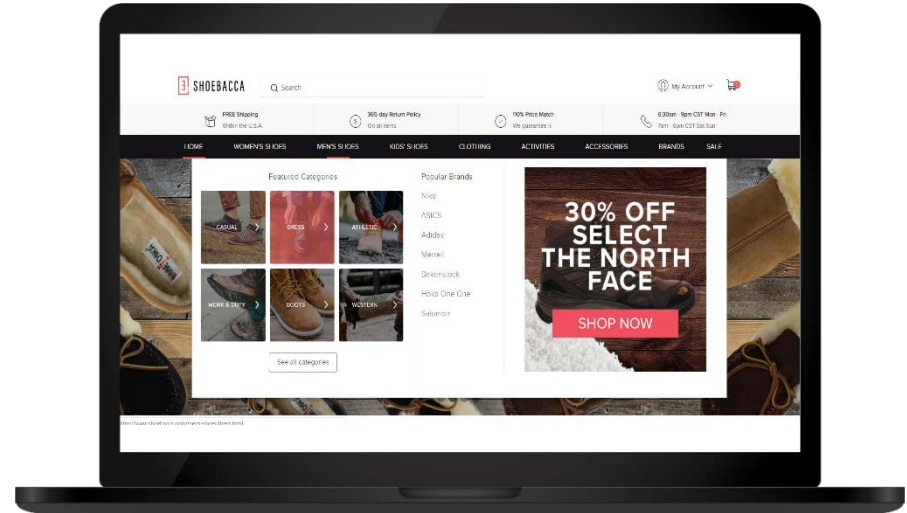
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# Storefronts

Otherwise known as eCommerce Websites

- A marketing powerhouse
- A content delivery platform
- A place to build customer relationships
- An information center
- Your virtual form of a brick and mortar store
- Requires more time and resources



# I recommend Storefronts

Most of the time...

Storefronts are not the perfect solution for all prospects, but there is a lot of reasons I suggest them over the other options.

- Site Ownership
- Center of the brand's marketing strategy
- Customer engagement data and analytics
- B2C customer experience, even for B2B Customers
- Incorporate multiple forms of communication (social selling, etc)
- Build a site with Authority = domain dominance in search engines
- Avoid losing money to marketplaces

**“But an eCommerce site will cost 6 figures! Right?”**

# Introducing BigCommerce

Kicking off our partnership in 2019



2019 Gold Sponsor

- Hosted, SaaS Platform
- Open SaaS model
- Known for it's easy to use, out of the box functionality
- Competitive pricing with no transaction fees
- Excellent customer ratings for flexibility, modularity, and integration to complex environments
- Native integration with Acumatica coming in 2019

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# Already Have An Ecommerce Site?

But what if I already have an eCommerce site, or prefer a different platform?



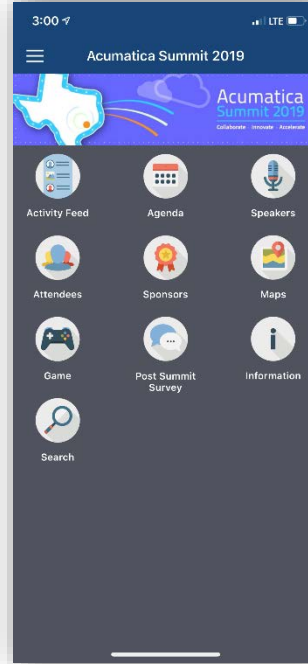
**Let's look at a demo**



# Questions & Answers

Three curved lines in blue, orange, and light green originate from the bottom center and sweep upwards and outwards towards the right side of the slide.

# Event App



Utilize our event app!

**Key features:**

- Network with attendees
- Plan your agenda and activities
- Interact with sponsors
- Provide session feedback

Search/Download for  
CrowdCompass from  
the App store

Login using your email address  
you used to register



# Participate in Expo Treasure Hunt for a chance to win!



Pick up your  
Treasure Hunt Map  
from the Acumatica booth



Visit each exhibitor's table  
on your card and collect  
a sticker with their logo



Fill your card and drop it at Acumatica's booth  
to enter our raffle (don't forget your name and email!)



Winning prize is a Mixed Reality Headset

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Solutions  
Showcase  
Treasure Hunt

Welcome to the Solutions Showcase!  
Gather initials from representatives at each booth, fill out  
your name and email, and return this card to the Acumatica  
booth for a chance to win a mixed reality headset.

BOOTH		BOOTH	
<input type="checkbox"/> CENTURY BUSINESS SOLUTIONS	201/202	<input type="checkbox"/> EAZYSTOCK	224
<input type="checkbox"/> SKYNAMO	203	<input type="checkbox"/> CLIENTS FIRST BUSINESS SOLUTIONS	225
<input type="checkbox"/> NEXVUE/RENTAL360	204	<input type="checkbox"/> PACEJET LOGISTICS, INC.	226
<input type="checkbox"/> ARTSYL DOCUMENT IMAGING	206/206	<input type="checkbox"/> V-TECHNOLOGIES	227
<input type="checkbox"/> KENSUM	207/208	<input type="checkbox"/> BIGCOMMERCE	228
<input type="checkbox"/> PAVA	209/210	<input type="checkbox"/> FUSION	229
<input type="checkbox"/> TRUECOMMERCE	211	<input type="checkbox"/> VERTEX	230
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<input type="checkbox"/> VAYPAY	214	<input type="checkbox"/> SPIS/NA/PRODOC	233
<input type="checkbox"/> CRITERION	215	<input type="checkbox"/> NETSTOCK	234
<input type="checkbox"/> SADDLEBACK LEATHER	216	<input type="checkbox"/> APS PAYMENTS	235
<input type="checkbox"/> B2BIGATEWAY	218	<input type="checkbox"/> IBS	236
<input type="checkbox"/> CELIGO	219	<input type="checkbox"/> DATASELF	237
<input type="checkbox"/> MERCHANT E-SOLUTIONS	222	<input type="checkbox"/> WORKFORCEGO	238
<input type="checkbox"/> AVALARA	223	<input type="checkbox"/> SOURCECAY	239



# Connect with Acumatica!



Visit the Acumatica team in the booth located in the Expo next to escalator



Tell the world what you're learning at Summit

And how much fun you're having in Houston!



Join the conversation



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# Another Commerce Session!



## Beyond Commerce Connectors

Paul Prickett

VP Strategy and Products, Kensium

Tuesday, 11:15 – 12

David Mitzner, 4th Floor



# Thank You!

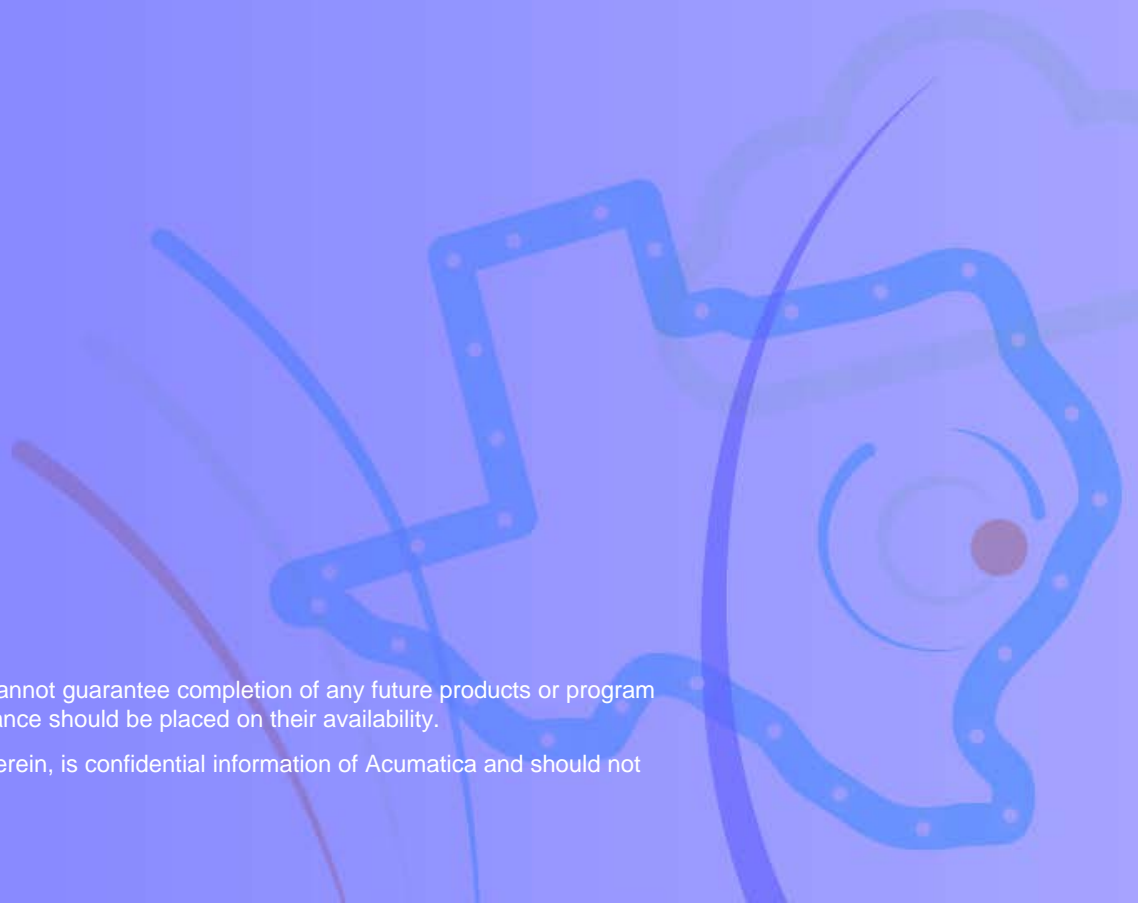
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For more information, please visit:

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