

# Surviving Post-Pandemic with B2B eCommerce

Set against a backdrop of persistent supply chain challenges, an evolving workforce and ever-increasing customer expectations, distributors across industries are being forced to rethink their strategies in order to stay relevant in this highly complex and competitive landscape. Front and center of this reprioritization is the rapid adoption of ecommerce capabilities.

**Here's a look at three ways B2B organizations are utilizing ecommerce to pave a path towards success:**



## 1 Mitigating Supply Chain Volatility



Unpredictable inventory leads to challenges that put distributors at a disadvantage against large online retailers and competitors. eCommerce equips B2B organizations with real-time inventory tracking and management capabilities, allowing them to help customers make buying decisions while empowering their teams to keep up with demand.



### DID YOU KNOW?

83% of companies report suffering reputational damage as a result of global supply chain disruption.<sup>1</sup>



Additionally, 64% of U.S. & European companies report revenue losses of between six and 20% in 2020.<sup>2</sup>

## 2 Rising to Buyers' Consumer Expectations



Our daily lives are becoming increasingly conditioned by quick and effortless buying experiences – from ordering food from our favorite restaurants to getting products delivered to our doorsteps on the very same day! B2B ecommerce capabilities allow organizations to replicate these experiences and meet the expectations of today's buyers.



### DID YOU KNOW?

43% of B2B buyers would prefer not to interact with a sales rep at all.<sup>3</sup>

## 3 An Evolving Workforce



For today's B2B businesses to survive they need to be able to attract the right talent and empower them with solutions that enable them to fulfill their roles without unnecessary friction. Key to this are ecommerce capabilities that allow businesses to stay innovative when it comes to their sales and marketing strategies while meeting the needs of today's evolving workforce.



### DID YOU KNOW?

According to Amazon research, nearly three-quarters of business buyers today are millennials.<sup>4</sup>

## B2B eCommerce Outpacing Retail

Forrester predicts that U.S. B2B ecommerce will reach **\$9 trillion** by the end of 2021 compared to less than \$3 trillion for retail.<sup>5</sup>

And data from Billtrust eCommerce comprised of B2B customers spanning a variety of industries, shows that B2B web sales increased **463%** from March 2020 to March 2021!<sup>6</sup>



**\$9T**  
B2B



**\$3T**  
B2C

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6. Source: Internal Billtrust data