

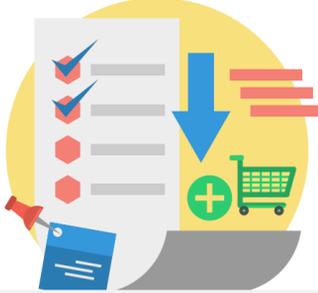
# TOP 4 Challenges Facing B2B eCommerce Companies

The traditional rules of marketing, sales, and service are changing. The number of B2B businesses that are selling their products through eCommerce platforms are increasing. Forrester estimates B2B eCommerce sales in the U.S. alone will top \$1.1 trillion by 2020. But despite this figure, there are still many B2B eCommerce companies who struggle to keep up. Here's why:



## Challenge #1

Integration requirements are too complex.



B2B eCommerce process should provide real-time access to:

- Product inventory
- Shipping information
- Instant credit approvals
- Invoicing
- Delivery

## Challenge #2

Implementing an eCommerce platform can be expensive.



By 2019, U.S. eCommerce platform software spending will reach **\$2.090 billion.**



Companies will either build their own eCommerce platform from the ground-up or spend more on constant implementation and maintenance services.

But most often, companies still choose to rely on legacy eCommerce systems that are not designed to be integrated.

## Challenge #3

You need a team of experts to do the job right.



Delivering exceptional customer experience should be your goal. Yet few vendors have the right infrastructure and expertise to make this possible.

Having the right people, with the right technology and proven processes, that can make this happen will do wonders for your business.

## Challenge #4

Fear of losing brand identity in the process.



The design of your eCommerce site can make or break your business.

B2B buyers will naturally gravitate towards an engaging, well-designed eCommerce site.

B2B eCommerce companies should look beyond these challenges and choose the right solution and the right partner that can bring their business goals into fruition.



## The N|sight Advantage

Nsight® leverages its Hybris® Commerce, E-service, and Hybris® Marketing capabilities to help enterprises deliver a unified customer experience across all channels. We help businesses weave SAP® omni-channel solutions into their organization's fabric to transform their customer engagement and commerce.

Nsight® offers a wide range of Customer Engagement & Commerce (CEC) services that enhance Customer Lifetime Value and bring you closer to your customer:

- Process Integration**  
End-to-end complete solutions focused on eliminating barriers between systems, data and departments alongside efficiency gains through optimized process life cycles.
- Technology Enablement**  
Technology and Infrastructure readiness to support customer facing processes through new communication channels both internal and external.
- Industry Focus**  
Deep Expertise in CRM Transformation in wide spectrum of industries and verticals leveraging various customer facing applications.
- Next Generation**  
Expertise in enriching and integrating CRM with best of breed new applications around social CRM, Mobility, eCommerce and Cloud.
- Value Added Solutions**  
Ready-to-use solutions to complement and enhance your CRM Experience that add value to your enterprise.