

▶ TRUE CROSS-CHANNEL ORDER MANAGEMENT

SCOTT WALKER, CHIEF OF STAFF, DATASTREAM

McKinsey reports that 65% of B2B companies now offer e-commerce capabilities. That is a remarkable change from just a few years ago.

However, e-commerce is only part of the bigger picture. There are a dozen different ways you can reach a distributor or an industrial supplier beyond traditional e-commerce and they are changing faster than most organizations can adapt. To accommodate these expanding sales channels, companies are also running multiple solutions that have had to be integrated into their ERP over the years, and they have added solutions to handle things like customer specific pricing, shipping options, credit card capabilities, rental capabilities, wallet share and more.

The result is that many organizations now face inefficiencies in their sales order and fulfillment operations where complex processes have the potential for error and delay at every touchpoint – especially if you rely on manual workflows. And in an industry where margins are thin, customer delays cost you money and they

cost you customer loyalty.

There is a need to invest in a more efficient, future-ready platform that can seamlessly integrate and connect these disparate pieces and deliver real-time visibility to orders and customer information across all sales channels – regardless of where your customer chooses to interact with you.

DataXstream's OMS+ solves the complexity that comes from selling through so many different channels. As a true cross-channel order management platform, OMS+ integrates all the data, from all the sales channels, into one single platform so that each channel delivers a consistent experience to the end customer.

As a certified SAP endorsed app, OMS+ operates in real-time with SAP data, which gives companies the ability to see product availability and available inventory, have visibility to open orders and transfer orders, and better react to changing market conditions – all from one single platform.



WALKER

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TOP TRENDS EMPOWERING DISTRIBUTORS DIGITALLY

SEBASTIAAN VERHAAR, CEO, SANA COMMERCE

All signs say that we're officially in the final stretch of digital transformation. Analysts are predicting a large majority of B2B sales will be transacted digitally and buyers have already reached the mass adoption phase, with a whopping 58% saying they prefer online for complex orders, growing to 79% who say they prefer to place repeat orders online.

We see distributors ahead of the curve who aren't shying away from moving more complex orders and processes online – and their tech stack supports that – offering intuitive, user-friendly e-commerce options to buyers that increase both personalization and on-demand self-service.

Generative AI is also playing an increasing role here and has a number of practical use cases that can benefit distributors today. Content automation is a big one.

IMAGINE LETTING AI GENERATE THOUSANDS OF PRODUCT DESCRIPTIONS – THE TIME AND, HENCE, COST SAVINGS ARE PALPABLE.

Imagine letting AI generate thousands of product descriptions – the time and, hence, cost savings are palpable. AI also offers an automated, data-based method for tailoring content and recommendations to buyer preferences.

Sustainability is another area where we are seeing an opportunity for distributors to get ahead. As environmental regulations across the globe continue to evolve, it is becoming increasingly crucial for buyers to ensure their supply chain is compliant with local laws. Distributors who are able to offer full transparency around this in their web stores are going to have a leg up on the competition. Circular supply chain management is going to set the stage for new kinds of data, standards, and different levels of transparency between distributors and their buyers.

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