

ECOMMERCE TAILORED TO B2B NEEDS

From complex sales channels to multiple product lines, B2B business owners are faced with challenges that retailers aren't often burdened with.

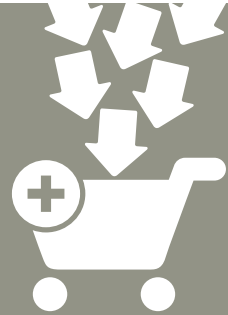


THE NEED FOR CUSTOMER-SPECIFIC PRICING

Trusted channel partners and long-time customers must be treated the same on your online store as they are offline. Introduce **contract and pricing logic** to automatically manage those relationships based on predefined rules and contract terms.

MULTIPLE PRODUCT LINES UNDER ONE PARENT COMPANY

With **microsite** technology, business owners can market multiple brands on individual sites under the management umbrella of a single dashboard, consolidating capital and operational costs while injecting financial value into the bottom line.

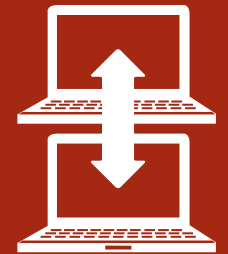


CUSTOMERS WITH TIGHT DELIVERY SCHEDULES

When deliveries are business critical, logistics tools can streamline the **fulfillment process**. By automating and integrating logistics tools into an eCommerce platform, business owners see lower transactional costs and quicker turnaround times.

PRE-EXISTING PROCUREMENT SYSTEMS

Create a link between buyer procurement systems and seller eCommerce sites, giving buyers access to sellers' online catalogs. Buyers can then **punch out** from their procurement system to the seller's website for the requisition of products.



PRODUCTS WITH ONLY SLIGHT VARIATIONS

A robust site search function, like **parametric search**, allows site visitors to quickly find an item based on specific parameters or particular product attributes – as granular as an item's dimensions or material composition.



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