



# Experiential B2B Commerce

## CoreMedia and Perficient Deliver Experiential B2B Commerce Solutions

### The Evolving Business Buyer

Today, the nearly \$800 billion B2B e-Commerce market is in a state of radical transformation. The traditional B2B buying process is extremely manual and often time-consuming. Buyers peruse printed catalogs and place their orders via phone centers or on-site trade desks. Because business purchases are frequently complex—often involving hundreds of individual products and parts—significant amounts of advice and handholding are required.

Increasingly business buyers expect to be able to browse products online and make digital purchases. Today's buyers want a digital experience that both supports the contractual agreement with the supplier, yet also provides the ability to research, educate, and efficiently transact. And to aid these purchase decisions with their suppliers, these same buyers crave digital content—in fact, they demand it. According to Forrester Research, 74% of B2B buyers today research at least half of work-related purchases online, and 30% complete at least half of these purchases online.

It isn't enough, however, to just add a new B2C feature or template to an existing B2B site and expect it to have the same impact. Business contracts can be complicated and B2B commerce has unique requirements and processes that are distinct from the typical business to consumer e-Commerce site. There are significant contractual, HR and compliance issues that must be considered.

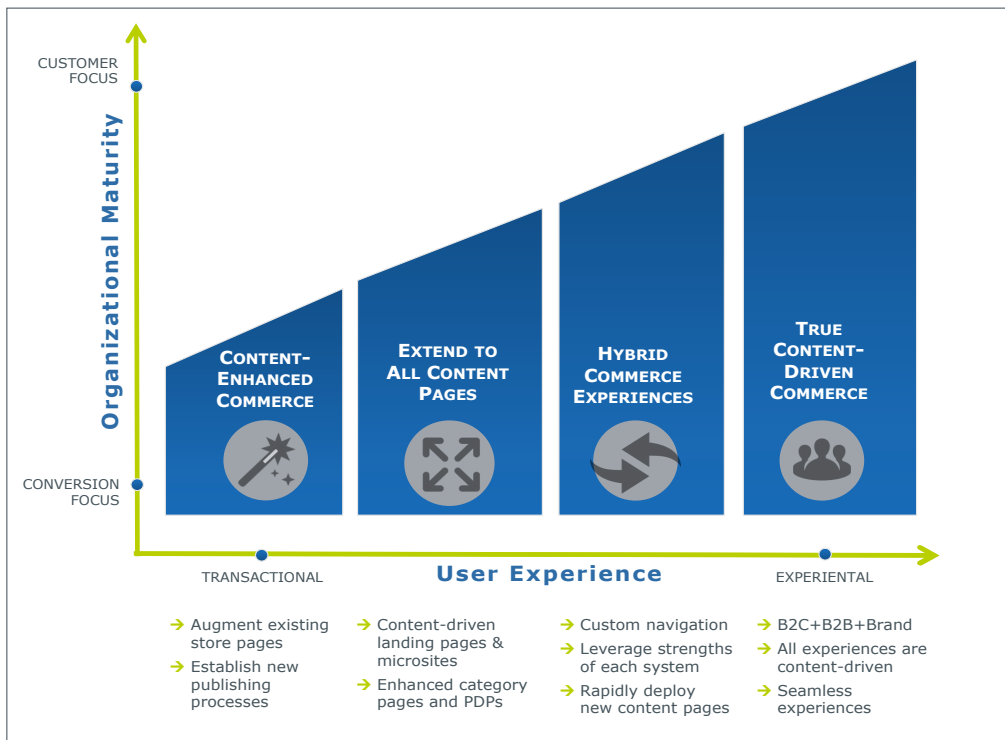
### Enhanced B2B Customer Experiences

CoreMedia and Perficient have teamed up to help B2B sellers on IBM WCS conquer the complexity of online sales. B2B sellers can now deliver visually engaging, omni-channel experiences that include product-related storytelling and personalized content. Their business users can also manage product-related assets and marketing content such as data sheets or post-purchase content such as warranty information.

### CONTENT AND ASSET MANAGEMENT FOR B2B COMMERCE

- **IBM® Validated Solution:** Fully productized offering that supports all B2B capabilities of IBM WebSphere® Commerce V8.
- **Dynamic Contract-Based Pricing:** Pricing automatically reflects rebates, discounts or user specific pricing based on contract.
- **Contract-Based Personalization:** Present business buyers with targeted content that reflects the nature of their business relationship.
- **Contract-Based Content:** Automatically hide promotional content for products that are not available due to contractual limitations.
- **IBM Workspace Integration:** Access to IBM WCS workspaces allows business users to coordinate campaigns with their e-Commerce colleagues.





CoreMedia advocates an incremental approach for B2B sellers. Companies can reduce cost and complexity today by augmenting their existing online stores with personalized content and contract-based pricing. But they must also create a foundation for future innovation – allowing them to drive more sales, increase customer loyalty, and unify experiences across B2B, B2C, and brand sites.

### CoreMedia LiveContext

CoreMedia LiveContext is an integrated content and asset management solution that empowers e-Commerce and marketing professionals to incrementally transform their online stores by infusing them with visually engaging experiences and immersive content. In addition, IBM WebSphere Commerce customers that operate B2B stores can deliver personalized content and dynamic pricing that reflect their customers' contractual agreements.

### Perficient Commerce Experience

Perficient is an IBM Premier Business Partner and the top IBM Commerce services provider in the United States. As leading practitioners delivering IBM Commerce solutions, we have extended our longstanding practice by teaming with technology vendor CoreMedia to offer a unique blend of services and practices that together offer optimized user experience, content marketing, and Commerce systems integration.

### BENEFITS AT A GLANCE

- Reduce the complexity of online B2B sales
- Improve the speed and efficiency of the B2B buying process
- Replace or augment existing manual processes
- Better informed customers and fewer returns
- Significant cost savings over time
- Enhance customer retention
- Increase customer loyalty, upsell, and repeat purchases
- Seamless experiences and consistent messaging across B2B, B2C, and brand sites
- Increased competitive differentiation

