



# B2B

## Simple B2B COMMERCE Powered by SAP Hybris

End-to-End B2B Commerce & CPQ for Dealers, Distributors and Sales Reps

### Why Digital Transformation with End-to-End B2B Commerce?

01

#### Customers Expect Every Interaction to Be Relevant

Today's savvy dealers and distributors are demanding a more simplified user experience, with access to product catalogs, pricing and availability, and critical business information

02

#### Channels Have Expanded

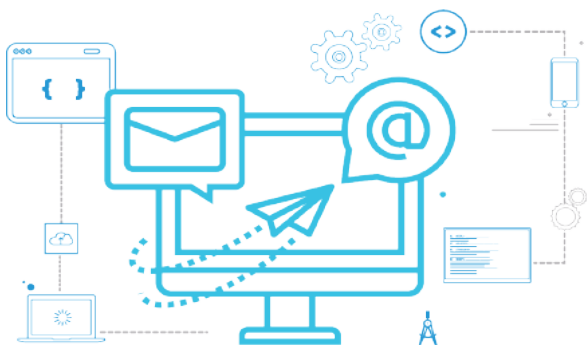
Mobile adoption has disrupted the marketplace, Empowered user buying journeys now include anywhere / omni-channel access

03

#### Technology is Rapidly Evolving

Keeping pace with rapidly shifting technology is challenging, and integrated end-to-end solutions are more critical than ever.

### Start the Journey with SimpleB2BCommerce from Birlasoft



Leading B2B companies are creating competitive advantage by transforming their global omni-channel commerce experience.

**Birlasoft's SimpleB2BCommerce** solution will accelerate the transformation with end-to-end B2B Commerce processes, leveraging SAP and SAP Hybris solutions and Birlasoft best practices.

Build your brand, enrich and simplify the dealer/customer experience, and drive more revenue across all channels.

**Dealer Portal**

Dealer portal with order and quote history and analytics dashboards.

**Literature Search and download**

Ability to search and download product literature, service bulletins, schematics and 'how to' videos

**Guided Selling / Configurable Products (CPQ)**

Ability to quote and order complex equipment with guided selling and configuration

**Quotes and Proposals**

Generate multiple quote versions and generate customer-facing proposals

**2D and 3D Model Views and Part Selection**

Ability to view 2D and 3D interactive images to select parts for purchase

**Support Tickets**

Integrated customer support ticketing

**Parts Catalog**

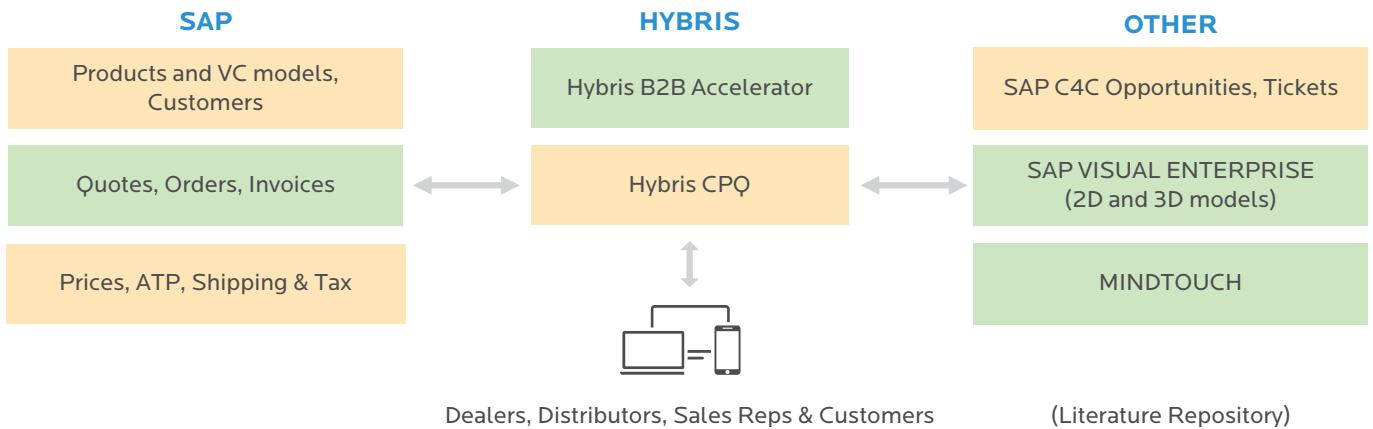
Simple to search catalog, with saved cart and order import functionality

**Personalization and Promotions**

Contextualized Dealer experience with targeted promotions and banners

**Real-time Dealer Pricing and ATP**

Dealer specific pricing with real-time product availability check



## Take the Next Step... Birlasoft can Help.

1. Identify Customer Engagement Business Challenges. Provide Technical Discovery and Mapping of Commerce Solution.
2. Demo of B2BCommerce and CPQ with SAP Hybris, Add-Ons by leveraging your Business Model.
3. Provide PoC by Solution for Birlasoft B2BCommerce Deployment.

**RESOURCES**[SAP@birlasoft.com](mailto:SAP@birlasoft.com) | [birlasoft.com](http://birlasoft.com)

### Enterprise to the Power of Digital™

Birlasoft combines the power of domain, enterprise and digital technologies to reimagine business processes for customers and their ecosystem. Its consultative and design thinking approach makes societies more productive by helping customers run businesses. As part of the multibillion diversified CK Birla Group, Birlasoft with its 10,000 engineers, is committed to continuing our 150 year heritage of building sustainable communities.