

Manufacturers Need to Realise Their Full Digital Potential

Manufacturers that survive and thrive are staying nimble; they're ready to embrace change and engage their customers, and they adopt innovative digital solutions rapidly.

Why You Need to Change

Your B2B digital platforms were under performing well before COVID-19 but the effects of supply chain disruption and changing customer behaviour have emphasised an urgent need to change. Manufacturers are facing a number of Customer Experience (CX) challenges:



- Complex product configurations and large product catalogues is difficult for manufacturers to manage
- Disconnected processes between B2B customer interactions and the manufacturing ERP system creates inefficient ordering processes and results in dissatisfied customers
- An inability to provide B2B customers with an all-around online service - From custom pricing, availability to promise, and individual product design, to tracking the status of orders
- Manufacturers lack visibility into customer metrics that can help improve B2B sales

Why Act Now

Today's anytime, anywhere B2B buyers are demanding new levels of customer experience and a personalised service from manufacturers.

73 ORDERS **%** 

Increase in online orders in 2020 and an accelerated shift in consumer buying patterns.¹

Manufacturer's need to introduce modern B2B sales channels quickly. They need to redefine the buying experience by automating and simplifying the full order-to-cash process.

A Ready to Run Approach to B2B Commerce in Manufacturing

NTT DATA has combined its own manufacturing ERP and User Experience (UX) expertise with the power of SAP's commerce accelerator, to build **it.B2B commerce^{R2R}** for Manufacturing. Manufacturers benefit from a tried and tested enterprise cloud solution that is scalable, responsive, and connects to SAP ERP.

Quick to Value Solution Delivered in Only 15 Weeks

- Ready Made UI Templates and Web Components
- Accelerated Implementation Methodology



- Integrates with your existing SAP ERP system as standard
- Powered by SAP's Commerce Accelerator for a strong B2B cloud foundation that speeds up your time-to-market
- SAP Qualified partner package

269% ROI experienced with SAP Commerce Cloud implementations.²

269 ROI **%** 

Key Solution Characteristics

- Fully Managed Infrastructure
- Immediate Collaboration with Customers
- Customer Self-Service
- Reduced Sales Administration Costs
- Supports Complex B2B Pricing Models
- Supports Complex Products
- Simplifies Order Fulfilment



Why NTT DATA

We are an end-to-end CX digital agency with deep SAP product expertise who innovate, design, implement, manage and continuously enhance business outcomes. We have developed our unique pre packaged **it.B2B commerce^{R2R}** to ensure you deliver a market leading B2B solution in only 15 weeks.

30+
YEARS' EXPERIENCE

Years' experience of working with Manufacturers of all sizes with disruptive technologies

250+
CONSULTANTS

CX Consultants bringing together CX expertise with Manufacturing industry knowledge

70%
TTM IMPROVEMENTS

Time-to-market improvements from SAP Commerce Cloud v2

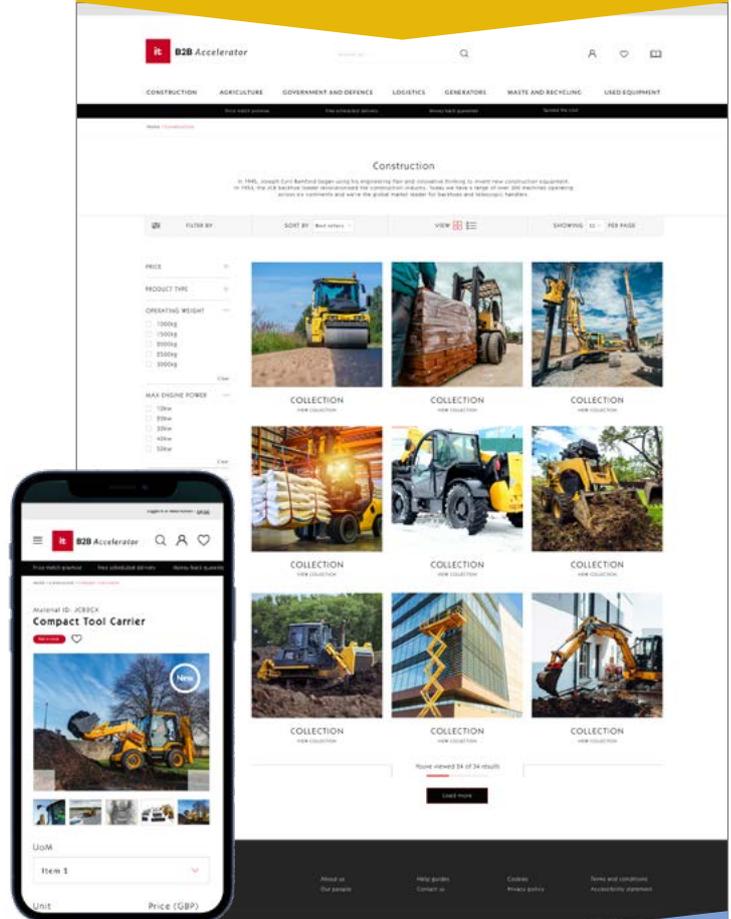
200+
CX PROJECTS

CX Projects delivered globally

What to Expect

- A re-imagined B2B sales channel that will engage customers on all digital touchpoints
- Improved customer satisfaction with an end-to-end buying experience
- Digitised internal operations capable of driving innovation in the Manufacturing sector
- A connected B2B buying journey with reduced integration and operations cost
- Data-driven insight to increase revenue and conversions with data silos removed and the greater use of analytics

it.B2B commerce^{R2R}



But Don't Take our Word for it

Implemented on time and budget with intelligence: By replacing our old system and implementing the SAP Commerce solution, we now benefit from the advantages of a central tool for product and website management. On the one hand our maintenance effort is drastically reduced, on the other hand we can present our entire product range to our customers.

Veronika Jordan, Unit Leader IT-SAP, Insta
(Manufacturer of customised electronic components and systems)

Next Steps:

Do you want to connect with your B2B customers and realise your full digital potential? Book your discovery assessment with NTT DATA Business Solutions
Info-solutions-uk@nttdata.com
www.nttdata-solutions.com/B2B-Commerce

NTT DATA Business Solutions

Sources:

1. CX Insights Report, Rebuilding the future of e-commerce beyond the COVID-19 pandemic, 2020. Analysis of SAP Commerce Cloud portfolio customer experiences during Q3 2020.
2. Forrester, The Total Economic Impact™ Of SAP Commerce Cloud And SAP Customer Data Cloud, Nov, 2020

NTT DATA
Trusted Global Innovator