

2021 State of eCommerce in Distribution

# Part 2: Distributors' Playbook for eCommerce Success

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By Dean Mueller & Jonathan Bein, Ph.D.



*Distribution Strategy Group, formerly Real Results Marketing, conducted its ninth-annual State of eCommerce in Distribution survey from October-December 2020, updating the leading benchmark in distribution for adoption and drivers of ecommerce in the wholesale distribution industry. This is the second report based on this research.*

We covered a number of topics in the first report of this series, with the rapid rise in ecommerce adoption (a weighted 26.3% from 2019 to 2020) and maturity, defined by the percent of revenue that goes through ecommerce, being the highlights. For the first time, the number of companies that say ecommerce has reached the mature stage (more than 10% of revenue through ecommerce) is 50%.

The purpose of this second report is to provide distributors and manufacturers insight into what drives ecommerce success. Additionally, we will discuss actions to take, regardless of where you are in your ecommerce journey. After all, about three-quarters of the companies surveyed could be more satisfied with their ecommerce channel.

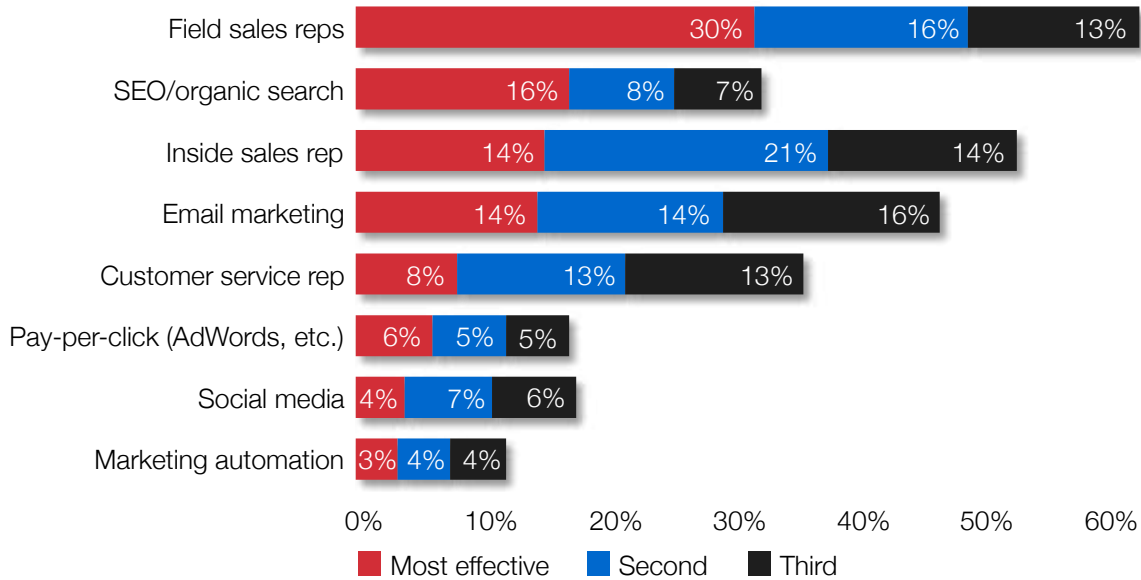
An ecommerce implementation is often a component of a broader digital transformation. For purposes of this report, we will focus on the ecommerce aspect.

## Effectiveness of Marketing Vehicles for Driving Demand to the eCommerce Channel

What's working - and not working - for these companies? People are still the No. 1 most effective way to drive demand to an ecommerce channel for most distributors. Field sales reps, inside sales reps and customer service reps are highly effective for most distributors in driving demand to ecommerce. SEO/organic search was ranked second, behind field sales reps, in effectiveness, however, it's important to note it is a significant drop, from 30% to 16%.

Email marketing is tied with inside sales reps, but when combining the most-effective and second-most effective rankings, the inside sales rep is ahead by about 7 percentage points.

Chart 1: Effectiveness of Marketing Vehicles for Driving Demand with eCommerce



*The most important takeaway from this is that people within your organization can make – or break – your ecommerce channel.*

Sales and customer service professionals are clearly important to a successful ecommerce initiative. Involving customer-facing personnel in the planning and execution of ecommerce initiatives can contribute greatly to their buy-in.

Field and inside sales personnel stand to gain from a good ecommerce system. They can be more productive and effective. For example, tasks such as reordering commodity or routine items, checking inventory, gaining PODs (proof of delivery), downloading invoices and a host of other tasks can be accomplished directly by the customer. Sales personnel then perform fewer low-value tasks and more strategic activities with key customers to grow the business. Over time, salespeople see their territory and compensation grow by working more strategically versus tactically. Distributors in the survey recognized there was room to improve in

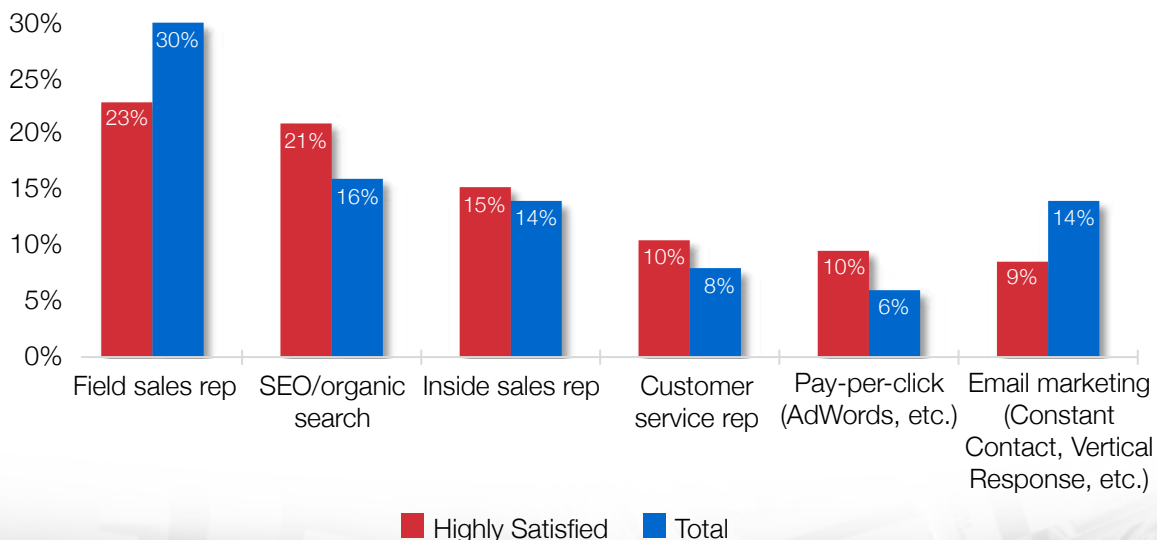
driving business online:

- “We have a website only because executive management wanted one. We do not actually do all that much with it, nor is it a priority.”
- “We need to do a better job at transitioning customers to ecommerce so we can automate our orders.”
- “Our inside and outside staff need to be more comfortable with the offerings so they can drive business toward ecommerce channels.”
- “You need to market the site and promote it. We don’t do either of that so customers don’t get the message.”
- “Need more focus on it. We are making the investments now.”
- “We have good progress, but one can never rest.”
- “We are dissatisfied with the acceptance of ecommerce as a viable channel throughout our locations.”

## How Distributors That Are Most Satisfied Are Driving Demand

A little more than a quarter (26%) of the respondents said they were either extremely satisfied or very satisfied with their ecommerce as a result of the company’s investment. Looking at these two groups together (Highly Satisfied) provides some great insight into what is viewed as being most effective in driving demand to their ecommerce channel.

Chart 2: Most Effective in Driving Demand to eCommerce: Highly Satisfied vs. Total



People are still the most important driver of demand for ecommerce. The largest difference: Just 23% of the highly satisfied respondents said field sales reps were most effective in driving demand versus 30% of the total respondents. Saying it a different way, highly satisfied respondents were 31% less likely to view field sales as the most effective driver of driving demand to ecommerce.

Three additional interesting points about the highly satisfied group include:

- SEO/organic search is noted as 24% more effective,
- Email marketing is 63% less effective, and
- Pay-per-click is 37% more effective.

The decrease in field sales is largely offset by the increase in SEO/organic search. Highly satisfied respondents are also more mature in marketing. They also appear to recognize the importance of doing the technical and local SEO work required to drive demand.

## Where Highly Satisfied Distributors Spend to Drive Demand to the eCommerce Channel

What about ranking the spend, or expenses, related to these marketing vehicles that drive demand? (Chart 3)

Chart 3: Marketing Spend to Drive Demand to eCommerce: Total Respondents

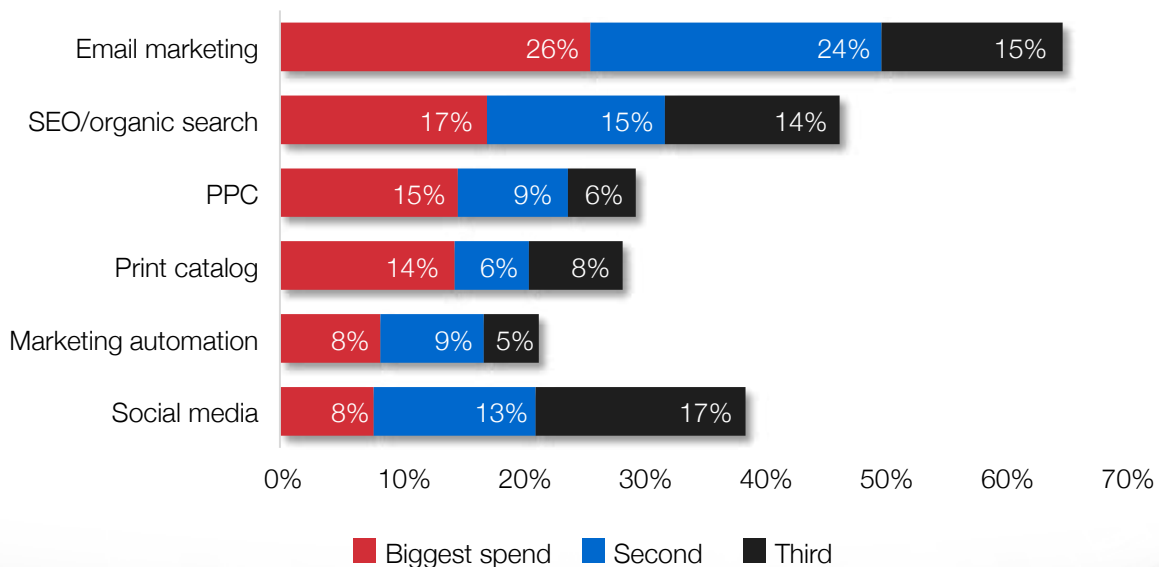
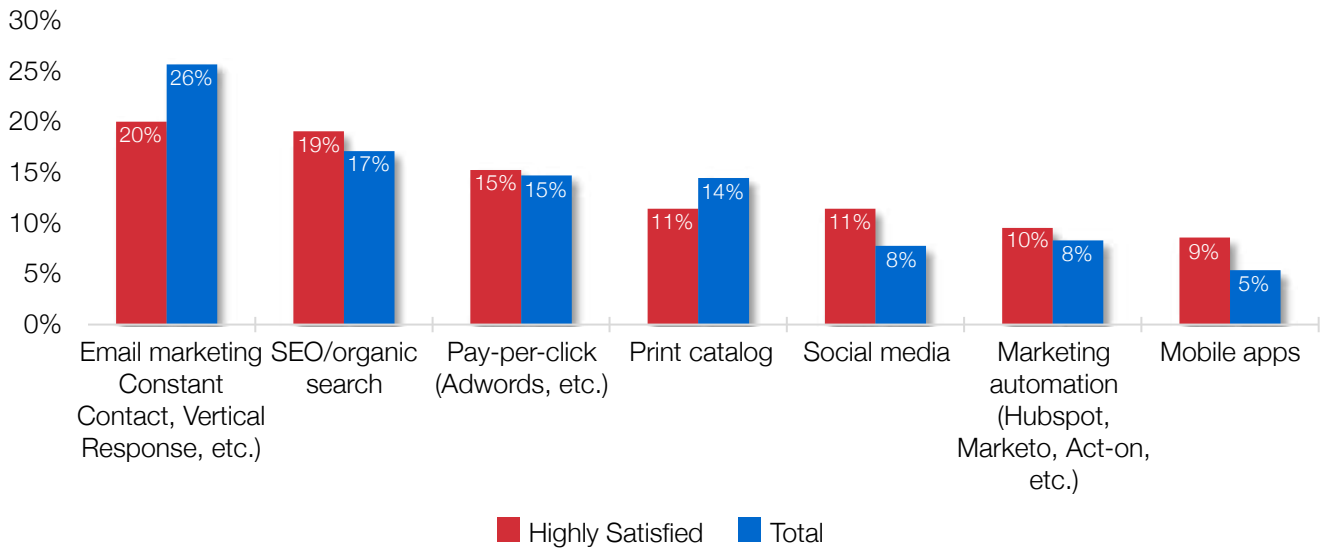


Chart 4: Marketing Spend to Drive Demand to eCommerce: Highly Satisfied vs. Total



Just as there were interesting differences on the vehicles that drive ecommerce effectiveness between the highly satisfied and the total respondent base, there were notable differences in what got the largest spend (Chart 4). Email marketing continues to lead for both highly satisfied and the total respondent base, however, email is 6 percentage points lower for the highly satisfied base.

Investment in SEO/organic search is higher with highly satisfied respondents, as is social media, marketing automation and mobile apps. Highly satisfied respondents spend less on print catalog compared with the total respondent base, as well.

The decrease in email marketing and print catalog we see with distributors that are highly satisfied with their ecommerce performance is consistent with a more mature ecommerce initiative. Instead, these distributors are investing more in marketing automation.

Marketing automation is often described as email marketing on steroids because the capabilities are more sophisticated with automated multi-step campaigns and the ability to track users, just to name a couple benefits. Good marketing automation platforms for distributors and manufacturers include Act-On, Hubspot and Marketo.



*We see marketing automation as a significantly underutilized tool to help communicate relevant information to key customer segments. It does cost more than email marketing and requires a greater commitment for personnel; however, the payoff can be significant as a company increases its marketing sophistication.*

The increase in SEO spending among highly satisfied respondents makes sense, too. As companies mature in their ecommerce journey, they give more attention to SEO, which helps a user find what they are seeking on a search engine. In the last report, we discussed the importance of the user experience, or UX. The ability to help a user find what they want on a search engine is a great first step. At the very least, distribution ecommerce sites must have robust product information. Those without are unlikely to gain traction or visibility in a Google, or other search engine results page (SERP). Better sites go well beyond just having product data features and include product benefits, too.

Voice search has made these features even more critical. Many now simply ask a question on their phone and expect near-instant results. Statista reports that 31% of smartphone users worldwide use voice search at least once a week. In short, voice search cannot be ignored and should be part of a distribution company's SEO strategy. This is a much longer conversation, but here are some of the key things that are different about voice search:

- Voice-search keywords and phrases are longer and conversational.
- Local SEO is hugely important for voice search as many inquiries include “near me” type of questions.
- Voice search results are usually right to the point and answer a question, such as “What is the nearest Parker Store?” Or “How can I reduce costs for a commercial HVAC installation?” Both questions can be answered with a natural English response. The latter question could even go to a landing page titled “How to reduce costs for a commercial HVAC installation.” The

text or bullet points would include things like: Sign up to an account to gain access to preferred pricing, volume discounts, delivery included to the job location, submit your large project for a quote, etc. The challenge for distributors is to consider the key questions customers may ask about their offering, then have a series of landing pages or articles, for example, that specifically answer them. Google will see these sites as more authoritative and relevant for users and may very well push a site higher on a search engine results page.

Mobile apps are more likely to be used by distributors and manufacturers that are more technologically sophisticated. Customers often like the ability to have access to at least some product and company information, even if there is no internet or data service, making mobile apps very useful in some situations.

## The Biggest Barriers to Greater eCommerce Success

Inadequate product data and lack of technical talent are the two top barriers to success (Chart 5). Note that 58% of respondents said insufficient senior executive support was not an issue; indeed senior management is mostly on board with ecommerce.

There are striking differences, however, between the Highly Satisfied

Chart 5: Biggest Barriers to Greater eCommerce Success: Total Respondents

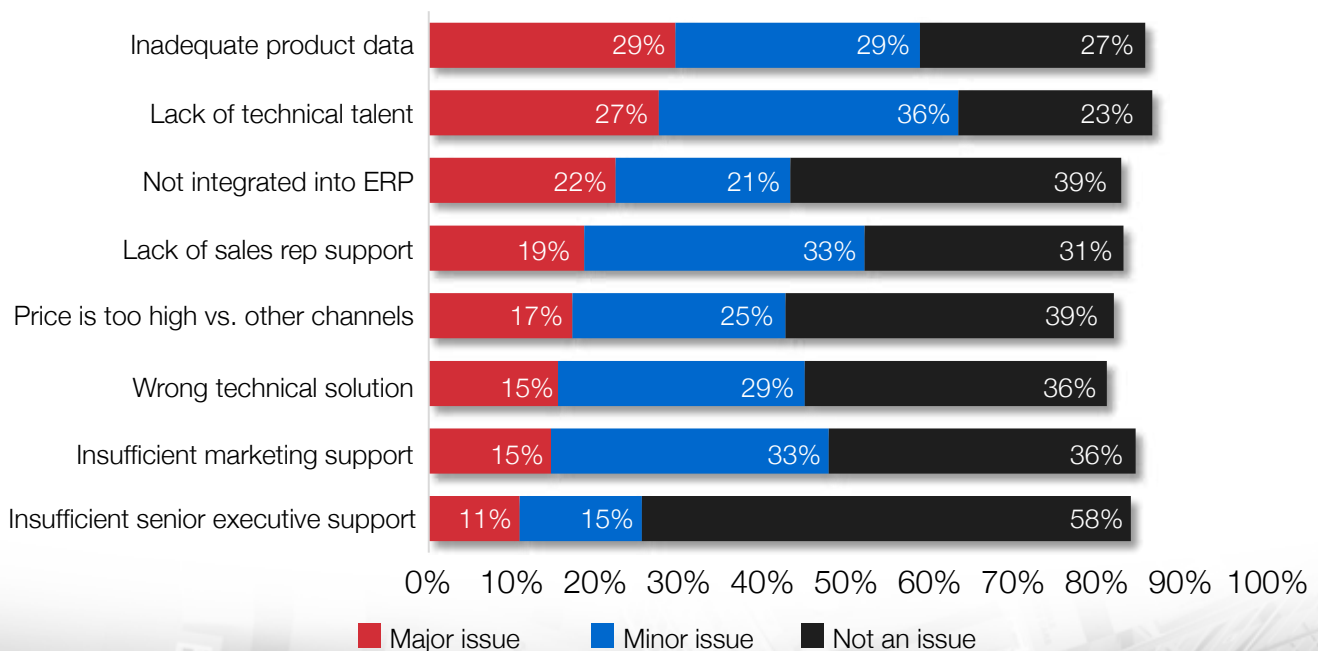
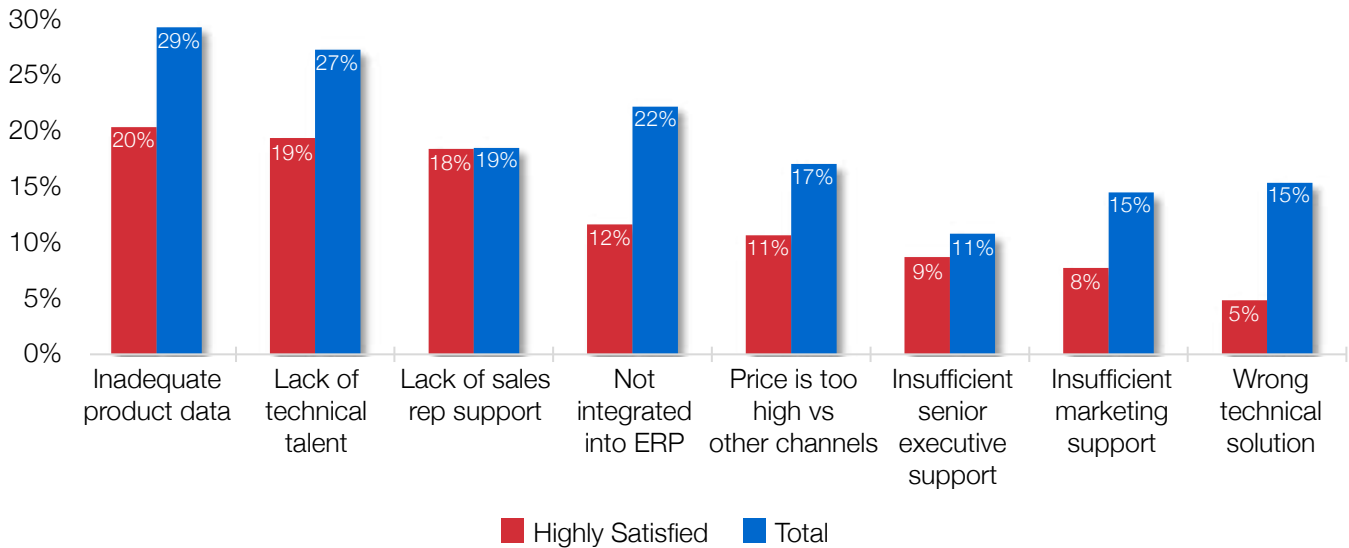




Chart 6: Biggest Barriers to Greater eCommerce Success: Highly Satisfied vs. Total



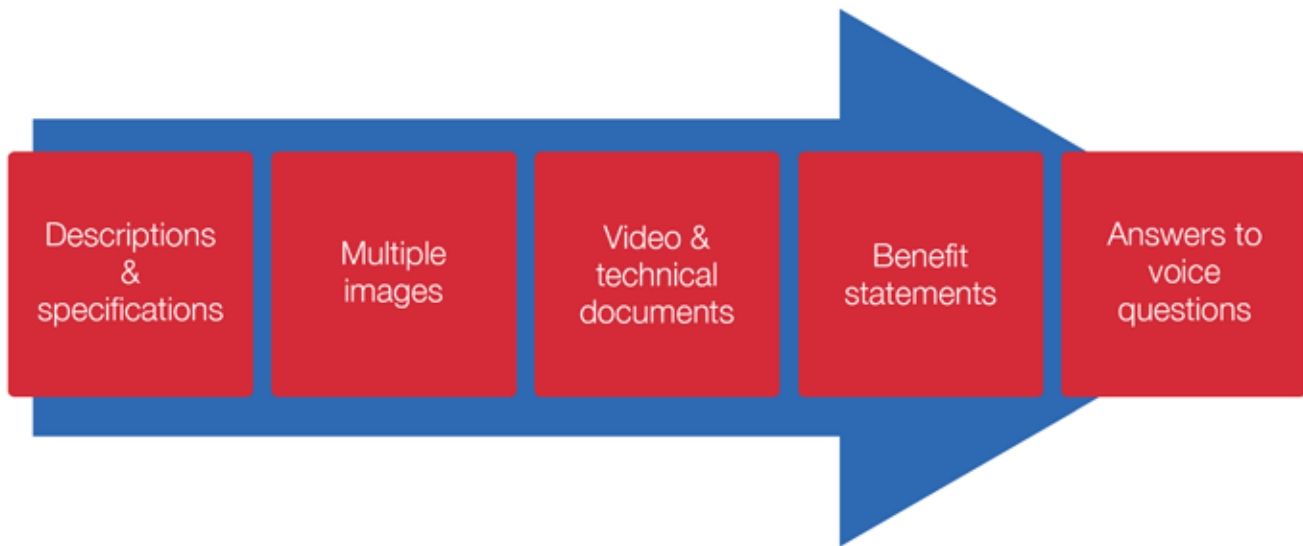
respondents versus the total respondents (Chart 6). Overall, the barriers are much lower for the highly satisfied segment.

The only barrier to greater ecommerce success that is essentially the same for both segments is lack of sales rep support.

Other differences between all respondents and those that are highly satisfied with their ecommerce performance include:

- Inadequate product data:** Having enriched product data is the oxygen for a distribution ecommerce site. It is also the foundation for a solid SEO strategy. But even with buying groups and associations making it easier than ever to access quality product data, it continues to be a challenge. Those that are highly satisfied and more mature in ecommerce tend to not view product data as an obstacle.

Another challenge is differentiating the product data beyond features with benefits and related services that help search engines to better offer a more relevant site to a searcher. Those that do not differentiate from dozens or even hundreds of other sites having the same product information will have difficulty gaining SEO traction.



The simple graphic above shows the basics of enriched product data.

- **Lack of technical talent:** The more satisfied respondents are farther along their journeys with getting the right team in place. A common mistake, for example, is to put an IT person in charge of the ecommerce initiative, even if that person has little or no digital or ecommerce experience.

eCommerce leaders know it is critical to have a strategic digital leader in place with a vision and an understanding of what changes are required for a successful implementation.

While we are focusing this report on ecommerce, it's important to note that usually ecommerce is just one component of a much broader digital transformation that an organization goes through. That is one of the reasons why having a senior digital leader (usually C-suite or VP level) is key.

- **Not integrated into ERP:** Simply put, if your organization is serious about gaining ecommerce traction and enjoying the related ROI, the ecommerce platform must be integrated into the ERP. That is fundamental and, without that, most of the customer, operational and financial benefits will be difficult to achieve.
- **Price is too high versus other channels:** Again, the highly satisfied segment sees a much lower issue with pricing. That is not to say it is easy. Just the opposite: Getting a pricing

strategy right can be a daunting task, but is critical to address. Most distributors do have customer-specific pricing, so when a user logs in, they will see the pricing tier, or negotiated pricing for their company. The question is whether a distribution ecommerce site will show a price before log-in. Leaders know they must show a price that is at least somewhat competitive before log-in.

Consider this: A prospect or even current customer goes on Google and conducts a search. Those sites that have great SEO will show up high on the search engine results page. The user clicks through, finds the product, but is disappointed to see they have to have an account just to see pricing. A significant number of these users will go back to Google and find a site that shows pricing. Many distributors already compete with Amazon Business, which obviously shows pricing. Make it easy for someone to become your customer.

- **Insufficient senior management support:** Fortunately, this is a relatively small category for our survey respondents. There are very few instances where a company would not benefit from ecommerce. The last report showed differences between sectors; if your company is in a sector where ecommerce is prevalent, you are missing revenue and may land in the category of finding a competitor to acquire your company.
- **Insufficient marketing support:** Highly satisfied and those that are Leaders tend to have embraced digital transformation. While a much broader topic, marketing departments that have the appropriate digital leaders are often the ones leading the ecommerce initiative.

Respondents had this to say about barriers to ecommerce success:

- “The biggest obstacle we face is lack of web-ready content from the product manufacturers.”
- “Our industry is slow at adoption.”
- “Competing with Amazon! Ridiculous prices and free shipping.”
- “Internal backend processes are another major hurdle, along with security concerns for charge-account customers.”

## Foundational Best Practices

What are your goals and objectives? Start with the customer.

We often get asked what an organization's goals and objectives should be for ecommerce. The answer is "it depends." There is no one-size-fits-all goal for ecommerce. Start by asking these fundamental questions:

- Are stakeholder goals in line with customer goals?
- How do your users want to shop (research, select, or find) products versus buy, or transact with you?

Understanding what customers want should always come first. You may have an incredibly fast transactional site, but if your users need to access configurators or detailed product information before purchasing, and those features are not available, you've missed the mark.

The cost of not knowing the voice of your customers can be high when building out an omnichannel approach:

- Overbuilding or underbuilding ecommerce capabilities
- Too many, or too few salespeople
- Too much, or too little branch infrastructure
- Lost efficiencies in eprocurement, EDI, email order automation, etc.
- Using the wrong media for the targeted generation
- Passing up high-margin opportunities with small or mid-sized accounts because field sales can't or won't service them

	Millennial/ Gen Z	Gen X	Boomer
Small Customer	Highly Electronic	Electronic	Hybrid
Medium Customer	Electronic	Hybrid	Personal
Large Customer	Hybrid	Personal	Highly Personal

Customer size and the age of buyer can make a difference in what you need to build, as well. While there are definitely variances to the graphic on page 12, it is a good representation of what differences exist based on the size of a customer and their age.

To gain the voice of your customer, conduct formal surveys, focus groups, exit surveys and more. An often-overlooked opportunity is to regularly gain feedback from your sales teams and others that interface directly with customers. They can help provide quick information about what customers need.

In addition to a solid voice-of-the-customer process, we encourage distributors to conduct an analytical customer profile and lifecycle analysis. The outcome helps you to clearly understand your customer sweet spot so you know which customer segments drive growth and profitability, as well as how much revenue opportunity remains in each account. Knowing this extends to prospects: Focus customer acquisition efforts on those prospects that drive profitability for your firm. Understanding the lifecycle of a customer can be a game-changer for relevant and highly impactful campaigns.

## Relational vs. Transactional Customers

Here's an example of how different types of customers interact with and have different expectations for ecommerce websites.

A very **relational customer base** is usually characterized by a strong dependence on search, a customer service rep and a distributor sales rep, along with strong usage of a distributor's website to supplement their search process. The buying process for a relational customer base is largely done with people, which can include calling and in-store purchases. They use the website and other forms of digital purchasing, but not as frequently as the people methods.

Conversely, a highly **transactional customer base** places a huge emphasis on both digital shopping and digital buying methods. A search engine is generally the No. 1 place to start a product search, followed by a distributor's website. A customer service rep and distributor sales rep are much more infrequently used. Buying uses digital methods as well, with email and website purchasing by far the highest used.

Clearly understanding your customer base is of paramount importance. For transactional customers, having an extremely quick and easy method to place orders is key. If that doesn't happen, users will

go elsewhere. Having key documents to support the purchase available online, such as MSDS, manuals and other technical documentation, can also be important so make the process as streamlined as possible. Everything the user needs should be in one spot.

Relational customers benefit from all of the aspects of the transactional site, however, more emphasis should be placed on solutions, sector landing pages, and other tools that help support sales reps and customer service reps. While SEO is important overall, it takes on a special importance for distributors that have strong branches. Local SEO techniques help make branch locations more visible and also offer capabilities that help a mobile user, in particular.

## SEO and Core Web Vitals

Regardless of whether a customer is relational or transactional, most customer journeys begin with a search engine. Having a solid and detailed Search Engine Optimization (SEO) strategy is so important to being found online. SEO is organic (results that are not sponsored/ads on a search results page) and other than resources deployed to continually optimize search, there is essentially no additional cost. Some distributors go right into paid search, which is important, but can be much more cost-effective and impactful with a solid SEO strategy in place. Focus on SEO first and implement a process for ongoing optimization. Add paid search, or search engine marketing (SEM) once SEO is moving in the right direction.

What Google and other search engines use to rank your website is always changing. New to that list: [Core web vitals](#), a series of metrics that Google announced in the spring of 2020 that will be implemented as a ranking factor in the spring of 2021. Core web vitals measure the user experience (UX) that is being provided, specifically related to loading, interactivity and visual stability. As Google puts it: “Core Web Vitals are a set of real-world, user-centered metrics that quantify key aspects of the user experience.” In the past, UX was often a subjective measurement. Google has taken a sophisticated approach to remove much of the subjectivity, at least when it comes to UX and how to rank one site over another based on the Core Web Vitals metrics. Bottom line, you and your site developer need to be aware of where you stand with the Core Web Vital metrics as your ranking will depend on how well you perform.



## Prescriptions by eCommerce Maturity Level



Jeff Bezos succinctly stated:

*“Obsessing over customer experience is the only long-term defensible competitive advantage.”*

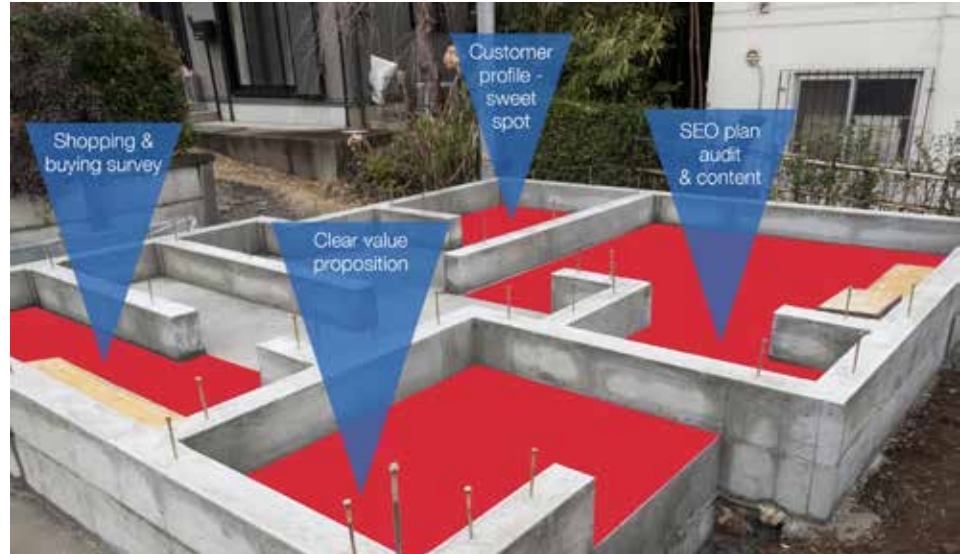
The first report in this series discussed the different ecommerce maturity phases and where most distributors fall. As defined previously, ecommerce is defined as transactions including website, mobile, and app, but excludes EDI, punchout, email/fax, etc. No matter where you land, there's opportunity to progress.

The four key maturity phases are:

Maturity Stage	Definition
Nascent	Greater than 0, less than or equal to 5%
Development	Greater than 5%, less than or equal to 10%
Mature	Greater than 10%, less than or equal to 20%
Leader	Greater than 20%

### Nascent: Lay the Foundation

- ❑ **Complete an analytical customer profile and lifecycle analysis.** Identify your profitable sweet spots, which will be the basis for impactful marketing campaigns to drive ecommerce demand.
- ❑ **Understand how your customers want to shop and buy products.** Also understand other aspects of the voice of the customer, key to knowing how and what to communicate.
- ❑ **Have a clear value proposition.** How do you differentiate from your competitors?
- ❑ **Develop a demand-generation strategy, including inbound and outbound components.**



- ❑ **Create a solid SEO strategy and plan.** Start with a detailed SEO audit, then systematically optimize content and be mindful of Google's Core Web Vitals scores. They can be essential to gaining higher ranking in the search engine results pages.
- ❑ **Test and measure activities to continually adjust and optimize performance and conversion.**
- ❑ **Provide basic personalization capabilities.** Specifically, a majority of distributors have unique pricing depending upon who the customer is, their volume, et.al. Providing customer-specific pricing that pulls from an ERP is a fairly basic, yet highly important feature to provide customers. Without it, don't expect your ecommerce to get off the ground.

### Development: Build Up from the Foundation

- ❑ **Ensure the foundation is solid.** Complete, update or adjust as needed.
- ❑ **Adjust value proposition as needed.** To effectively compete in a digital age, many distributors need to focus on services their customers need. This is a major way to differentiate, especially compared to a digital-only seller, such as Amazon Business.
- ❑ **Begin modifying key product content where possible to increase the likelihood of being found in search engines.** A prerequisite is a solid value proposition to focus content on what is important for your customers.
- ❑ **Consider landing pages or other content that address key customer segment (including persona) needs.**


- ❑ **Optimize Local SEO.** Often overlooked, but a good opportunity to increase awareness and business at the local branch level. Optimizing local SEO includes optimization of Google MyBusiness and Bing Places.
- ❑ **UX improvements:** This includes persona journey mapping, improving Core Web Vitals scores, conversion optimization, etc.
- ❑ **Evaluate/implement proactive inside sales.** A solid ecommerce initiative provides key information online that supports an omnichannel customer experience.
- ❑ **Add marketing automation as part of an evolving tech stack.** Marketing automation takes email communication and puts it on steroids by allowing automated drip campaigns, giving different messages to users depending on their behavior.
- ❑ **Build upon personalization capabilities.** Depending on your organization, this may include landing pages based on industry, segment, persona, etc.

### Mature: Continue to Build and Refine Tech Stack

- ❑ **Ensure the foundation is solid.** Complete, update or adjust as needed.
- ❑ **Continually test, measure and adjust activities.**
- ❑ **UX improvements:** Continue to refine Core Web Vitals scores and adjust based on changes that improve conversion.
- ❑ **Optimize SEO.** This never stops. Evolving into more sophistication may include evolving your tech stack. For example, adding an SEO platform to your site can help provide real-time research and recommendations that help drive conversions.
- ❑ **Evaluate punchout integration with ERPs.** If not already considered, understand what customers may need or desire punchout capabilities. Generally the largest customers use punchout, but the ease of implementation is opening up new opportunities to be extremely sticky with customers and make the barrier to leave you high.
- ❑ **Aggressively implement SEM (search engine marketing/pay-per-click) activities to solidify current customers and open up new markets and revenue.** Unless you have an individual well-versed and experienced with SEM, we recommend using an outside search firm and/or paid search platform that integrates into your site.
- ❑ **Continue to evaluate and expand personalization capabilities based on what drives revenue and customer needs.**

## Leader: Maintain, Expand and Create an Omnichannel Experience in Your Organization

- ❑ **Ensure the foundation is solid.** Complete, update or adjust as needed.
- ❑ **Automate and digitize processes.** Leaders generally have embraced an organization-wide digital transformation process that touches every department and employee. Some ecommerce platforms are tying in the capability to support Vendor-Managed Inventory and other services. A digital-first organization seeks digital solutions to take advantage of opportunities, solve problems, and drive efficiency and profits. Once a company has achieved the leader maturity stage, the real economic benefits kick in.
- ❑ **Expand personalization based on customer needs.**



## How to Compress Time to eCommerce Success

1. Select technology (this includes your full tech stack) you can support and that easily integrates into your ERP.
2. Develop a comprehensive, strategic marketing plan with automation.
3. High-quality, enriched data is your ecommerce oxygen.
4. Your customers must get their best possible and consistent price/value.
5. Search is everything. Optimize for search engines and optimize on-site search.
6. Product assortment and lead-time transparency are critical.
7. Provide a mobile-first experience.

## Additional Resources from Distribution Strategy Group

[State of eCommerce in Distribution, Part 1: A Rapid Rise in Adoption and Maturity](#)

[Local SEO: How Distributors Can Optimize for Local Search](#)

[When Your Sales Team Sabotages Your eCommerce Initiative](#)

[How to Evaluate the User Experience on Your Website](#)

[Why Improving User Experience Should Be a Top Priority](#)

[The Foundation for a Solid Digital Strategy: Understanding Your Customers](#)

[How to Get Actionable Feedback from Customers](#)

## About This Research

This research was conducted by Distribution Strategy Group. The research included an online survey taken by 704 participants across a variety of sectors. Of those identifying as either manufacturer or distributor, 90% were distributors and 10% manufacturers.

More than 75% of the respondents had either executive or general management roles, and 60% of the respondents were in the 46-65 age bracket.

There was greater participation from industrial, electrical, safety, HVACR, building materials, hardware, chemical and plastics, oil and gas products, and plumbing. Other participating sectors include: power transmission/bearings, pharmaceutical, grocery/foodservice, jan-san, pulp and paper, electronics, along with several others.

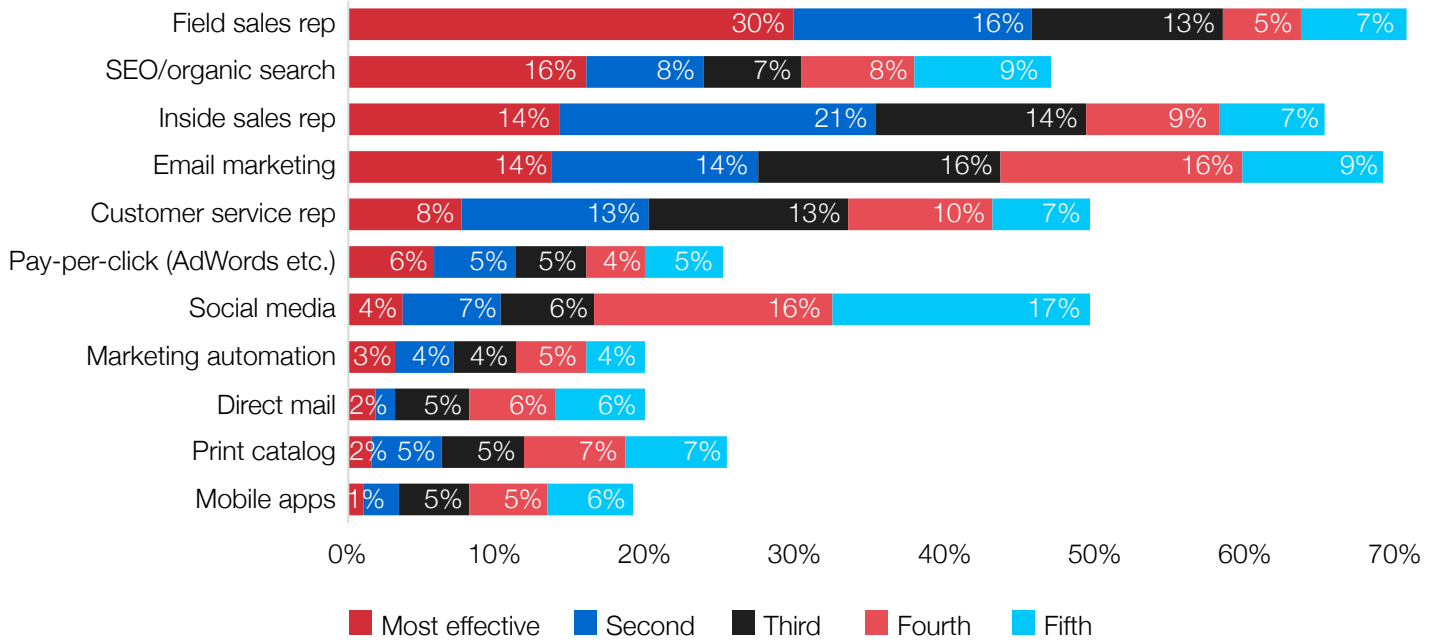
About 56% of respondents represent small companies with less than \$50 million revenue. About 31% are mid-market with \$50 million to \$500 million, 7% are large with more than \$500 million revenue. The remaining 6% did not disclose the revenue range.

About 21% of respondents are primarily focused on MRO, 24% are focused on OEM customers, 30% serve trades/contractors, and the remaining 26% serve other customers.

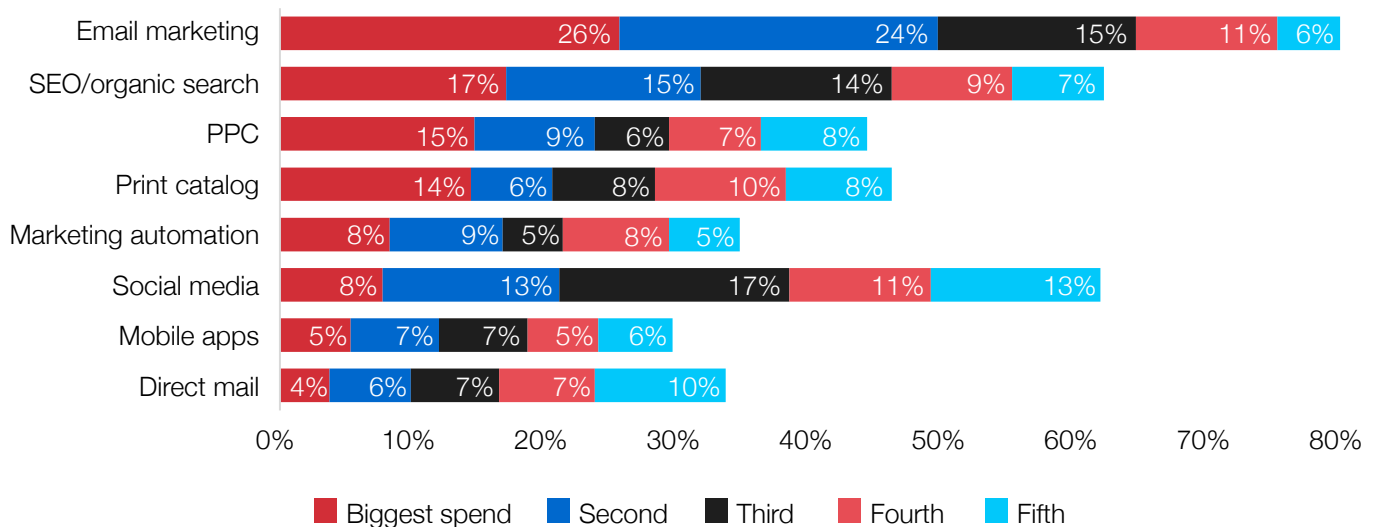


## Appendix

### Effectiveness of Marketing Vehicles Driving Demand to eCommerce



### Spend of Marketing Vehicles for Driving Demand to eCommerce Channel



# Three Steps to Heavenly Distribution:

1

## STEP 1

**Aggregate product content** from manufacturers, data feeds and your own internal efforts.

2

## STEP 2

**Add your own brand voice** to enrich your content and differentiate it from your competitors.

3

## STEP 3

**Deliver flawlessly consistent and rich product content** to all of your channels—from your website to print.

## Optional Step 4:

**Take the rest of the day off.**

Ready to take the first step?  
**Agility PIM is here to help.**

## Find out if PIM is Right for You

Schedule an ROI Discovery session on us:  
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# Turn Your Customer Experience into a Competitive Advantage with Sales Order Automation

Conexiom is a fully automated, purpose-built document automation solution that solves the shortcomings of RPA, OCR, and workflow technologies. Easy to implement and works perfectly with your customer's current ordering process.



## Complex Data Transformation

Automates the transformation of millions of electric documents, regardless of the format, complexity, or repeatability.



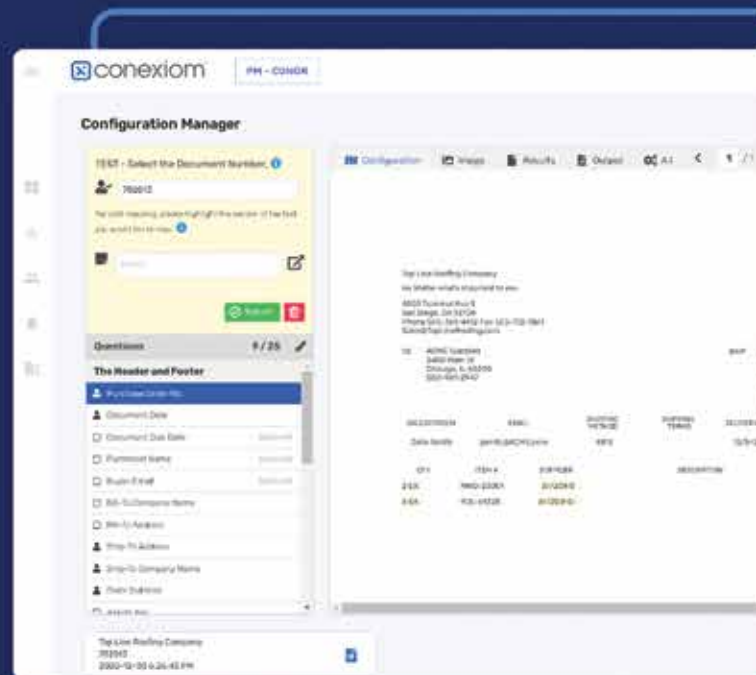
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Documents are transcribed with 100% data accuracy at the line level, eliminating costly and error-prone mistakes caused by human error and typical of other automation solutions.



## Touchless Document Processing

1,400 proprietary machine learning algorithms eliminate all manual processing of documents and allows your team to focus on delivering greater levels of customer satisfaction.

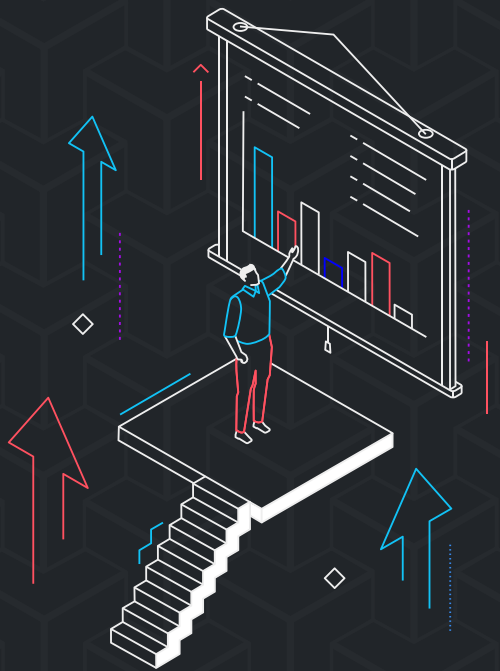


I can't imagine going back to what we did previously without Conexiom.

Andy K.  
Full review on G2.com



Get up and running with Touchless Sales Order Automation in as soon as 30 days on [Conexiom.com](https://conexiom.com)



# How Distributors Use Technology to Drive Growth

The 2020 Epicor® Global Growth Report surveyed over 2,000 businesses across the globe. Here are the quick facts on business growth in distribution and how technology influences it.

## Growth Stats



**Almost 70%** of distribution companies **saw growth** in the last 12 months.



Distribution leaders cite **planning and strategy** as the most significant positive influences on growth.



Distribution businesses believe **working more efficiently** and **having better technology** will help overcome growth challenges in the next 12 months.

## Tech Facts



**58%** of distribution leaders believe they **can hire less experienced workers** by using modern technology.



**Smart Supply Chain, Cloud Technology** and **5G** are the top technologies the industry believes will have a direct impact on positive growth over the next 12-18 months.



**85%** of distribution companies report that **AI helped drive business growth**.



Roughly **50%** of distribution companies polled have been using **AI for 1-5 years**.



**50%** report that AI helps **reduce costs** and **40%** said it delivered **business value** in 6-12 months.

To read the full 2020 Global Growth Index report, visit [epicor.com/growth](https://www.epicor.com/growth).

For information about Epicor Distribution ERP solutions, go to [epicor.com/distribution](https://www.epicor.com/distribution).

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# The future of your business is online.

Your webstore is the most accessible extension of your business. Take advantage of tools that drive sales, promote customer loyalty and take pressure off of your sales team.

Offer a mobile app version of your web store with full functionality. The future of wholesale distribution is online — meet your customers there with Second Phase.

## Unparalleled Support

- 16+ years of US-based B2B skills and experience from *one* company
- Dedicated Project Manager
- Client Success Manager to boost eStore adoption
- **Quarterly Business Reviews** to track eSales progress

## Robust Product Information Mgmt.

- Manages 10,000 to 1M+ SKUs
- Drives intelligent search experience for wholesale needs
- Automatic data cleaning and image editing
- **Automatic Product Recommendations** (AI-based)

## Distributor & Mfg.-Focused Webstore

- **Deep ERP Integrations for a rich B2B solution**
- Full Account Management & Remote Sales Management
- Reorder focused to drive daily usage
- Punchout
- Product Configurators

## Best-In-Class Technology

- Exceptional speed, uptime, reliability, security and scalability
- Customize to create a unique competitive advantage
- **Mobile Optimized & Mobile App**
- Integrated with Billtrust AR automation solutions



**Online sales are within reach with Second Phase!**

Reach out to [sales@secondphase.net](mailto:sales@secondphase.net) or 303.582.9326 | [secondphase.net](https://secondphase.net)

# DISTRIBUTION STRATEGY **GROUP**

## About Distribution Strategy Group

Distribution Strategy Group's thought leadership, research and consulting services are led by a team with decades of experience as senior operators in the distribution industry. They have since worked with more than 70 distribution companies to build a solid foundation to win in today's changing market.

Distribution Strategy Group offers strategic guidance for distributors in the face of disruption, including:

- Digital and ecommerce strategy
- Customer lifecycle management strategy
- Customer analytics
- Sales channel strategy

Contact us:

[distributionstrategy.com](http://distributionstrategy.com) | 303-898-8626 | [contact@distributionstrategy.com](mailto:contact@distributionstrategy.com)