



WHITE PAPER

# Using D365 Commerce for B2B to Take on New Markets

If you're looking to start or grow your B2B e-commerce business, you should give serious consideration to D365 Commerce for B2B as a solution. It will help you streamline and simplify self-service buying for your B2B customers, and its unified omnichannel architecture provides one e-commerce platform that will enable you to serve both B2C and B2B customers. In addition to robust security, privacy, and fraud protection, the D365 Commerce solution enables your brand to personalize the e-commerce experience for your customers.

According to [Digital Commerce 360](#), U.S. B2B e-commerce sales increased by 11.8% to \$2.19 trillion in 2020 (up from \$1.3 trillion in 2019). This is nearly double the amount of B2C e-commerce sales, which was \$861.12 billion in 2020. If you continue to ignore or undervalue B2B e-commerce sales, you're simply leaving money on the table.

## THERE ARE TWO KEY DRIVING FORCES FOR THIS IMPRESSIVE GROWTH IN B2B E-COMMERCE:

1. The Covid-19 pandemic pushed transactions online, including B2B
2. An increasing number of millennials have entered senior buying positions

## GROWING DEMAND FOR D365 COMMERCE FOR B2B

The Covid-19 pandemic forced e-commerce to grow to new records. More buyers are shopping online than ever before, and that includes B2B transactions. According to a [McKinsey & Company study](#), only 20% of B2B buyers want to return to in-person sales. This includes traditional in-person sales markets, such as pharma and medical products. This trend extends to large purchases as well. The aforementioned study found that 70% of B2B buyers were willing to make more self-service purchases that exceeded \$50,000. In comparison, 27% would be willing to make online purchases exceeding \$500,000.

Furthermore, the increase in remote working arrangements has led to a shift in working hours. It's not uncommon for employees to take advantage of flex hours, and work outside of the traditional nine to five framework. For B2B sales, this means that buyers now appreciate the convenience of completing transaction any time of day (or night) on a digital commerce platform. Companies have always had to be where their customers are. To meet your B2B customers' willingness and desire to purchase online, you must establish a strong B2B e-commerce presence.

## HOW DOES D365 COMMERCE HELP YOU MEET THE GROWING DEMAND FOR B2B DIGITAL COMMERCE?

- Its B2C and B2B cross-functionality enables you to use the same digital assets on one system
- Client data is seamlessly integrated between D365 Sales and D365 Customer Service
- It enables you to offer account-based promotions to clients

## A SHIFT IN BUYING PATTERNS

Companies have always had to adapt to changing times and demographics. There was a time when professional buyers were not as comfortable with making B2B purchases in an online environment. They preferred to speak or meet with sales managers or were uncomfortable with technology. However, this trend has shifted in recent years.

Today's professional buyers expect the same conveniences they have with their personal shopping habits. These conveniences include easy-to-use digital storefronts, tracking of purchases, and simplified checkout and payment. They're demanding a higher level of personalization for a more integrated customer experience, and are willing to switch suppliers to get the level of service they expect.

## HOW DOES D365 COMMERCE FOR B2B HELP YOU MEET THE NEEDS OF PROFESSIONAL BUYERS?

- D365 Commerce offers an easy-to-navigate online portal that enables buyers to get the same buying experience as a B2C e-commerce platform
- It allows for total transparency with your shipping timelines and order status
- D365 Commerce provides customers with access to their complete account history, including invoices and purchase history for easy reordering, as well as personalized recommendations for upselling and cross-selling opportunities
- D365 Commerce provides the ability to initiate customer service requests and claims via chat
- It supports an intuitive buying experience, as well as the ability to shop on any device
- Self-service options and comprehensive product information empower your customers' decision-making on purchases

# INTERESTED IN D365 COMMERCE FOR B2B?

Two driving forces—the pandemic’s influence on online transactions and increasing numbers of millennials in senior buying positions—are fuelling the growing demand for B2B digital commerce. As a result, it’s even more important to provide B2B customers with a great online shopping experience. One powerful solution is to implement D365 Commerce for B2B as your organization’s e-commerce platform to streamline and simplify self-service buying for your B2B customers.

## WHAT OUR CLIENTS SAY

*“In that overall partnership, and this is true for both Covenant and Evenica, one of the things that we’re learning more and more is how much culture plays a role within our groups – within KASCO’s own business, but also within our partnerships. One of the values in both of these projects is the openness, the transparency that we all have, as well as always have a sense of fun! This has got to be exciting, and I think it’s exciting for all of us! And that culture fit, I truly believe it builds long term partnerships. It allows partners like us to have an invested interest in the outcome.*

*Working with Evenica has been fantastic. There’s a cultural fit of keeping things exciting and fun. Your team is more than just a platform implementer, you’re really a marketing partner and that’s the exact kind of partner that we’re looking for.”*

*– Jake Howard, IT Director at KASCO*

## ABOUT EVENICA

Gold  
Microsoft Partner

### LEADING THE EVOLUTION OF E-COMMERCE TECHNOLOGY

Evenica is an independent software vendor developing e-commerce solutions for brands that envision the most demanding and sophisticated digital experiences. A Microsoft Gold Partner recognized as one of the longest standing and most experienced e-commerce partners in the Microsoft environment. Evenica was presented the Deloitte Technology Fast 50 program award in 2020 for our rapid revenue growth, entrepreneurial spirit and bold innovation. The program recognizes technology companies with the highest revenue-growth percentage over the past four years.



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