

Answer No-8 B2B (Business to business) E-commerce

is a situation where one business make a commercial transaction with another.

Key technologies for B2B Ecommerce :-

- ① Robust B2Bebusiness Platform
- ② Real-time Integration With Enterprise Resource Planning (ERP) Software
- ③ Omnichannel Personalization
- ④ Thirdy - Party Logistics Integration
- ⑤ eCommerce Syndication

- ⑥ Dealer Locator or Dealer Portal
- ⑦ Sales Reps Dashboard
- ⑧ Punchout Catalogs

★ Architectural Models

Following are the architectural models in B2B e-commerce :-

→ Supplier Oriented Marketplace :- In this type of marketplace provided by ^{Models} Supplier is used by both individual customer as well as business users. A ^{sp} supplier offers an e-store for sales promotion.

→ Buyers Oriented Marketplace :- In this type of ^{Models} marketplace, buyers has his/her own market place of e-market. He invites Suppliers to bid on product's Catalog. A buyer company opens a bidding site.

→ Intermediary Oriented Marketplace :- In this type of ^{Models} marketplace, An Intermediary

→ Customer Relationship Management

→ Reports & Analysis