Q8 - 8 key technologies for B2B E-commerce:-

(1) # Robust B2B ecommerce Platform:-

It may seem obvious that you need an ecommerce platform but the operative word here is robust. Your ecommerce websites has to handle more than transaction. It also needs to be mobile optimized, scalable, and PCI complaint.

(2) Real-Time integration with enterprise Resource Planning (ERP) Software:-

Your probably already use an ERP software to manage your supply chain, finance, accounting, distribution, inventory planning, pricing, and more.

(3) Omnichannel Personalization:-

You can increase customer satisfaction and loyalty by delivering a customized shopping experience on your B2B ecommerce platform.

(4) Third - Party Logistics Integration:

When you're handling the shipping and delivery of a large number of orders, integrating your order processing system with third party logistics providers such as FedEx or USP can help you improve cost - efficiency while reducing errors.

(5) E commerce Syndication :

E-commerce syndication is a way to distribution product content, such as images, specifications or feature descriptions, through dealers and resellers to help increase the awareness towards your brand and products.

(6) Dealer Locator or Dealer Portal :

Many B2B distributors sell their products through a network of dealers. You can strengthen your relationships with your dealers by helping their customers find them.

✶ **Architectural Models of B2B E-commerce:**

Supplier oriented marketplace - in this type of model, a common marketpl- -ace provided by supplier is used by both individual customers as well as business users. A supplier offers an e-stores for sales promotion.

Business Organization

supplies

Wholesaler

orders

Website

order Processing.

sells

Customer