

**cloudfy.**

# **Meeting B2B Challenges in the Technology Industry**





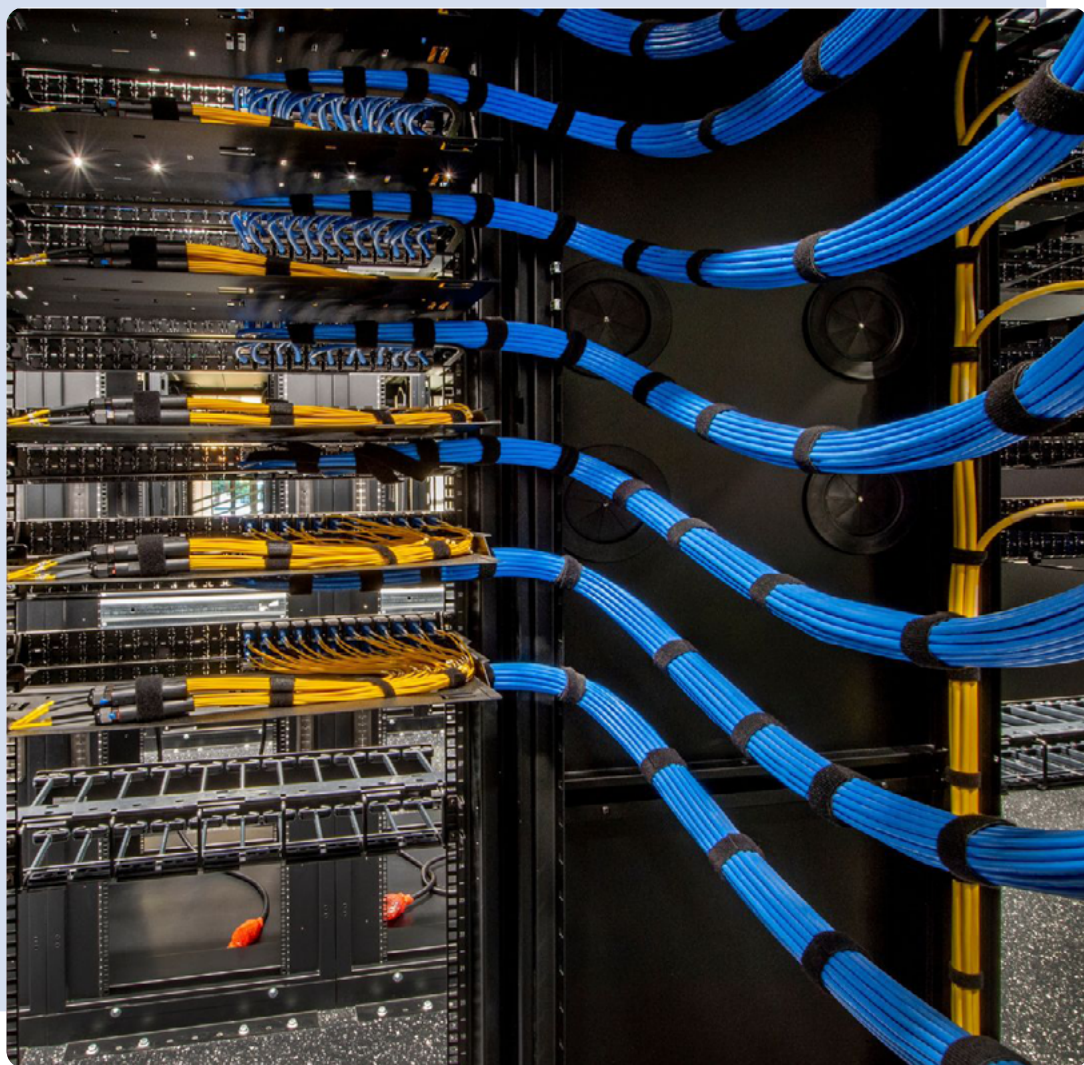
# Meeting B2B Challenges in the Technology Industry



In the technology industry [long-term trends are positive](#) & the overall global market size is expected to exceed [US\\$12,400billion](#) by 2028. There are great opportunities for businesses that can respond to increasing demand quickly and efficiently.

However, [business-to-business \(B2B\) sales](#) are complex. In the technology industry challenges range from slow and detailed buying processes to resistance to change. A lot depends on accurate information and easy sales processes. While personal relationships still play an important part, you can meet many customer needs online.

Clear and detailed product information, easy navigation across your website and easily accessible technical data and downloads simplify customer research. With online ordering and e-procurement solutions you can help solve your customers' purchasing challenges. An invoice portal streamlines account management and helps you collect valuable information.



More & more [technology companies](#) are taking advantage of [integration](#) and [automation](#) to increase their B2B sales online. Across the sector businesses are simplifying their processes, saving money and scaling operations with [Cloudfy](#).

B2B ecommerce allows businesses in the technology sector to respond quickly and flexibly to changing market requirements. With purpose designed [B2B ecommerce features](#) you can improve product discovery, customer engagement and sales processes.

When you integrate your enterprise resource planning (ERP) system and your B2B ecommerce platform you'll simplify and streamline operations. With end to end inventory visibility, fewer errors, order tracking and strong security you can boost sales and improve service.

Add predictive analytics and you can anticipate customer needs and levels of demand and manage dynamic pricing.



# Challenges in the technology industry

Whether your business is a start-up or an established enterprise you need competition-beating customer service throughout the buying journey.

And the competition is certainly intense. [One survey](#) found that 60% of marketers rated it at eight or higher on a scale of one to 10. There are plenty of other challenges too.



## MARKETING.

The need to attract new customers is part of the challenge in a fast-moving environment. Understanding customer needs and defining the best product marketing approach is high on the priority list. As B2B buyers search for solutions online they want [more than technical specifications](#). They want technology businesses to help them choose the right products with informative content, examples and benefits. Investing in a content marketing strategy is an important step to support future growth.

## CLIENT RELATIONSHIPS

Good customer relationships are important for all businesses, but in the technology industry they are essential for continued success. Effective customer relationship management (CRM) is a tool your business can't survive without. You can streamline your customer interactions, improve efficiency and deliver all-important personalized customer experiences. By constantly confirming you know your customers and understand their needs you'll build trust and increase sales.



## AGILITY

More than any other sector, business in the technology industry must keep pace with change. Understanding and responding to your competitors and evolving customer needs are minimum requirements. From using artificial intelligence (AI) to improve your marketing to bespoke customizations for your online channels you can stay ahead.





# How to solve B2B challenges in the technology industry

The technology industry is evolving rapidly as new solutions reach the market. It's essential to respond quickly to emerging trends and adapt to changing customer needs. Here are just some of the challenges and ideas to help you stay ahead of your competitors.

## CHALLENGE 1-

### LONG SALES CYCLES

We know the technology industry is fast paced, but not all your customers are ready to move ahead quickly. Unlike retail (business to consumer or B2C) sales, your B2B customers often have multiple decision-makers & lengthy approval processes. Procurement procedures are complex and this is often more challenging for large orders requiring significant investment. Buying groups might now involve an average of [28 people](#), each with their own information needs and timescales.



## SOLUTION 1

Accurate and detailed product information online with real-time pricing and inventory visibility is streamlined when you have B2B ecommerce-ERP integration. You'll have a single source of information that's always up to date. Add an easy to use [configure-price-quote \(CPQ\)](#) option for specialized requirements to speed up the process. Introduce [AI-powered chatbots](#) for simple enquiries and workflows that make sure your sales team can respond when more details are needed.



## SOLUTION 2

Your B2B ecommerce site is increasingly a knowledge hub, as well as a sales tool. To optimize your sales processes, you can store all your technical documentation, how-to guides, graphics, videos and interactive media online. All your online and offline sales and support channels can direct customers to these resources. It's also important to maintain your position as a market leader with thought leadership articles, advice and guidance.

## CHALLENGE 2-

### UNSTRUCTURED SALES PROCESSES

Working in the world of technology, you might think all purchases are data driven, well organized, and effective. However, in many cases non-technical customers might still make their purchasing decisions in a very traditional way. Adopting and integrating new technologies can represent a challenge and lack of knowledge can slow things down.



## CHALLENGE 3-

### CHANGING NEEDS

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Your customers' needs and expectations are evolving all the time, driven by innovations, market trends, and sector-specific needs. Adaptability is a valuable skill that allows you to constantly review and evaluate your market position.

### SOLUTION 3

You have access to valuable information about your customers' buying behavior from your B2B ecommerce site. You can use it to understand shifts and trends so you can anticipate your customers' needs. Integration with tools like [Power BI](#) allows you to predict and test different scenarios so you're ready to respond. With easy to use [content management tools](#) you can provide all the information your customers need in the best way.



## CHALLENGE 4-

### CUSTOMER EDUCATION

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Customers can choose technology products and services from providers anywhere in the world. Of course, your content should provide information, but it can also offer education that adds value.

### SOLUTION 4

[Online subscription services](#) allow your customers to sign up for regular updates, training and even certification. With improved [order workflows](#) you can minimize manual data entry and reduce errors. This allows your sales and support teams to spend more time adding value with expert advice.



## CHALLENGE 5-

### LEAD GENERATION

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Innovation and growth in the technology sector means there are opportunities for growth. The challenge is to find new ways to attract customers from expanding market sectors with different requirements.

### SOLUTION 5

You can use sophisticated [search engine optimization \(SEO\)](#) tools to reach new audiences. When your B2B ecommerce site comes with pre-built [marketing tools](#) you can create bespoke propositions and offers quickly and effectively.



## CHALLENGE 6-

### CUSTOMER LOYALTY

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Customers might hesitate to make their first purchase until they fully trust your brand. Having taken that step, it's important to continue building the strength of their trust.

### SOLUTION 3

You can build customer loyalty by providing a personalized [online portal](#) where they can easily view their own contracted prices, review their order histories and pay their invoices. You can even create [customer-specific catalogs](#) to help them find and order their preferred products. You can also create [special offers and promotions](#) based on order volume or value to provide added benefits for your existing customers.



## CHALLENGE 7

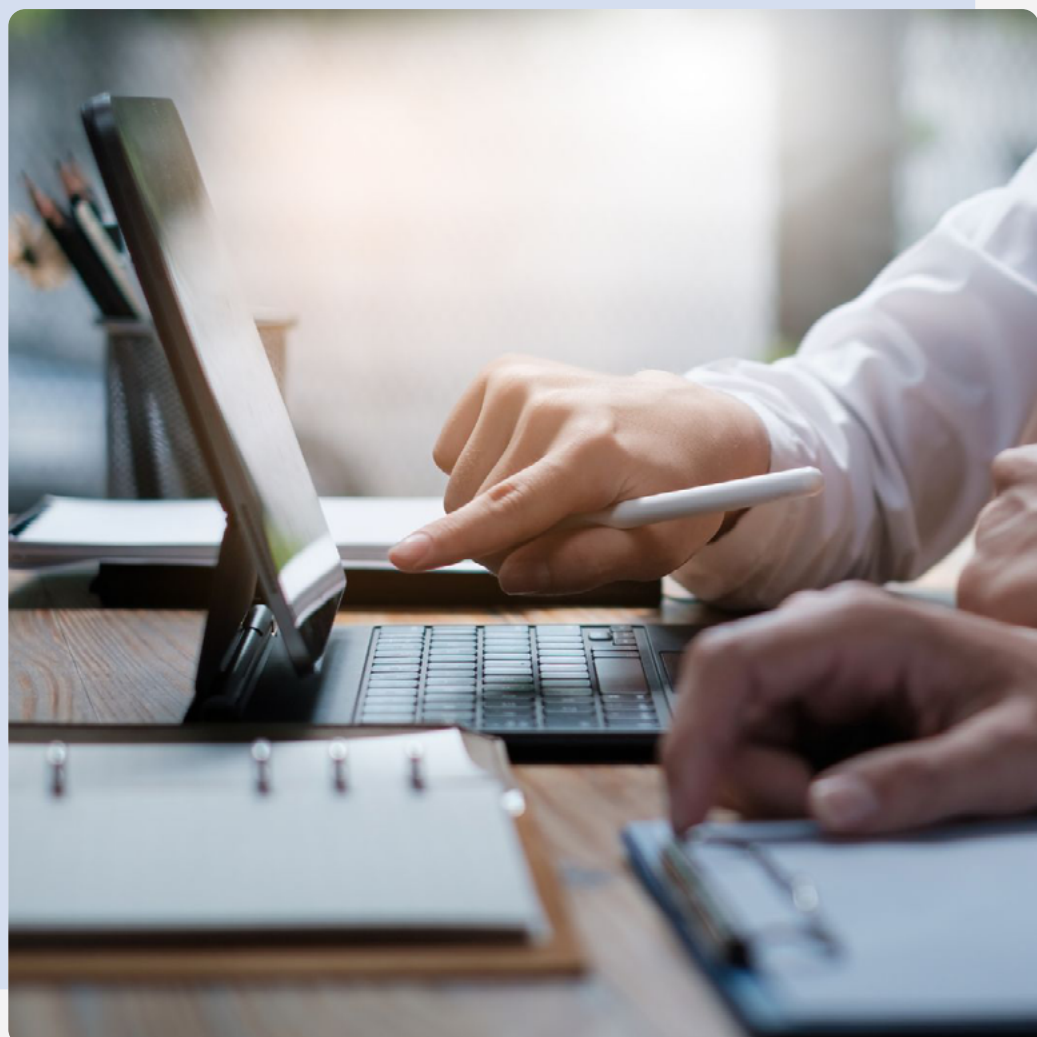
### PRICING

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Materials shortages and supply chain disruptions can make pricing volatile. At the same time customers want to make the most of their limited budgets.

### SOLUTION 7

With powerful B2B ecommerce tools and ERP integration you can accurately update your prices and inventory visibility in near real time. You'll avoid out of stock situations and your customers can order with confidence. With the latest information always available your sales team can advise customers transparently and negotiate effectively. They can even share your catalog and pricing digitally at trade events and customer visits with a [field sales representative app](#).



# Case Study :



UK-based [EuroNetwork](#) manufactures and supplies telecommunications wiring, cabling and equipment for both B2B customers and [directly to consumers \(D2C\)](#). As well as meeting serving B2B and D2C customers they wanted integration with their [Sage 50 ERP](#) system. The company chose Cloudfy to provide an ecommerce solution designed for the needs of manufacturers.

Information about orders, products, stock, and pricing can now pass directly into their Cloudfy site. B2B customers can login to access wholesale pricing and pay with their credit limit balance. Both B2B and D2C customers can also make payments easily with Sage Pay for credit cards or via PayPal. Customer reviews can appear directly via a FEEFO connector and it's easy to subscribe to the company's email newsletter. Easy to use stock availability indicators also keep registered B2B customers up to date for inventory planning.

## **ECOMMERCE FOR THE PACKAGING AND LOGISTICS INDUSTRY WITH CLOUDFY**

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Digital transformation will continue to redefine the technology industry. You can stay ahead of your competitors with powerful B2B ecommerce features designed specifically for complex sales. You can build an agile, data driven culture that's always ready for change.

Integrated systems and processes deliver transparency about pricing and inventory and personalized experiences improve customer loyalty. You can become part of your customer's procurement solution and build strong long-term relationships both online and offline.

Find out how Cloudfy can be part of the digital transformation of your technology business. [Book a free demonstration today.](#)

# FAQs

## **Do I need a B2B ecommerce solution for my technology business?**

We know we can shop easily online and B2B buyers expect to find the products they want via the internet. If you don't deliver high quality digital experiences they will quickly turn to companies that do. Despite the complexity of the technology sector, it's a key part of your sales growth strategy. You can also save time, simplify your operations and scale more easily as your business grows. You can standardize processes and use automation to reduce administration and errors.

## **Are B2B ecommerce platforms suitable for complex technology sales?**

Many ecommerce platforms were designed for business to consumer (B2C) sales which are much simpler and faster than B2B sales. Recognizing the growth of B2B ecommerce many of these platforms have since added some B2B features. However, they weren't purpose designed from the beginning for complex sales like Cloudfy. Meeting complex customer ordering requirements and handling high value, high volume sales are straightforward. Built with flexibility in mind, pre-built integration and customization tools mean you have a single solution for your B2B sales.

## **My technology business is unique, will I have to build a bespoke ecommerce platform?**

The team that created Cloudfy knew there was demand for a single alternative to expensive and time-consuming custom-build projects. As a software as a service (SaaS) solution, Cloudfy is purpose designed with powerful B2B features and pre-built integrations. It also has an application programming interface (API) for any specialized requirements or third-party integrations. You can minimize your in-house IT and maintenance requirements and upgrades are delivered in the cloud.

## **Can a B2B ecommerce platform integrate with other business systems?**

Yes, a big benefit of B2B ecommerce is the opportunity to streamline business processes and simplify data through integration. You'll create fast and seamless customer experiences and make the most of your internal resources too.

## **Can a B2B ecommerce platform deliver personalized online experiences?**

Yes, personalization builds customer relationships and increases sales. With B2B ecommerce-ERP integration your registered customers can benefit from bespoke catalogs, custom pricing, inventory visibility and easy ordering, payments and account management.





## WORK WITH A **TRUSTED PARTNER**

To answer all these questions and the many others you will certainly have about the best B2B ecommerce software for your manufacturing, distribution, or service business [the expert team at Cloudfy](#) will be happy to help.

Cloudfy has been designed from the beginning to meet the needs of B2B ecommerce and you can launch a new site in weeks rather than months or even years. You can fully integrate orders, pricing, product and stock data with a range of ERP, warehouse and accounting systems.

**Upgrade your B2B Ecommerce Stack with ease**

REQUEST A DEMO

I HAVE QUESTIONS FIRST

**cloudfy.**