



# B2B Customer Portals

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7 Best Practices To Avoid Pitfalls And Thrive

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# 7 Best Practices For B2B Portals



1. Put the voice of the customer first
2. Start with low-hanging fruit
3. Give every customer the right data
4. Embrace “data discomfort”
5. Think B2C user experience
6. Don’t create more work for IT
7. Envision the \$500k B2B eCommerce order

# Your guide to B2B portals

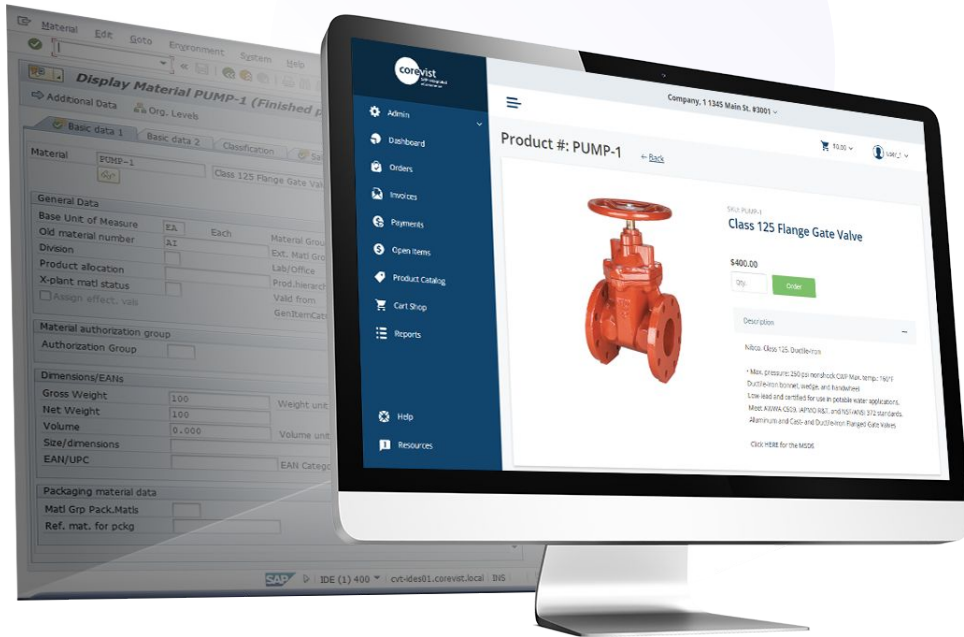
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30+ years' SAP experience





# Corevist, Inc.

B2B Portals & eCommerce,  
Integrated to SAP ERP

- 14 years' experience guiding manufacturers
- Career SAP experts
- >\$2B in order value processed annually
- >200,000 work hours saved annually





## How big is B2B eCommerce for manufacturers?

**\$543 billion**

in 2021, up 18.4% from \$458  
billion in 2020

Source: *The Manufacturing Report, 2022 Edition, DigitalCommerce360*

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The Challenge:

How do you  
get there?

# 1. Put the voice of the customer first



Every stakeholder has a perspective.

But you need to **involve customers** in every step of the project.

You'll need a customer-centric project methodology.

## 2. Start with low-hanging fruit



What if you could **slash phone, fax, and email interaction** with customers?

Forget the giant B2B eCommerce project (for now).

Why not start with customer self-service for orders and invoices?



### 3. Give every customer the right experience



**Real-time, personalized SAP data** for customer self-service

- Status for orders, line items, shipments
- Tracking numbers
- Invoice history and status

Rock-solid SAP integration required

### 3. Give every customer the right experience



**Real-time SAP integration** for personalized online ordering

- 100% accurate contract pricing
- Personalized inventory (ATP)
- Quantity rules enforced
- Instant, error-free order posting to SAP

Rock-solid SAP integration required

## 4. Embrace “data discomfort”



**Your SAP master data might be messy.**

The right partner can help.

**BENEFIT:** An integrated portal helps clean up your business processes.

## 5. Think B2C UX...

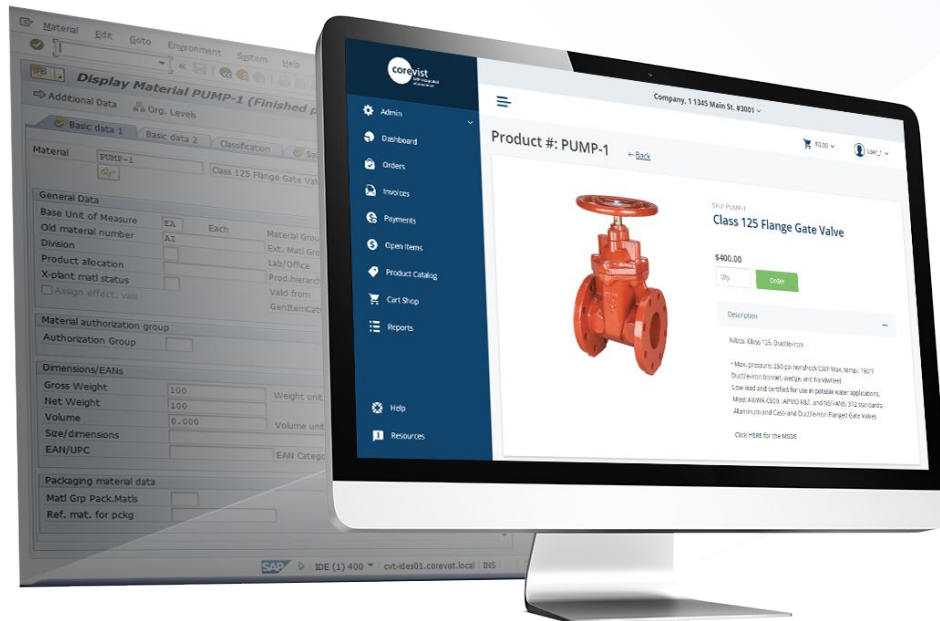


...with B2B integration.

**It's not 1999 anymore.** 🙄

Don't make it hard for your customers!

# 5. Think B2C UX (with B2B integration)



**Make it easy, like Amazon.**

Power it with deep SAP integration.

## 6. Don't create more work for IT



~~Technical debt~~

~~Third-party SAP connectors~~

~~Custom user interfaces~~



## 7. Envision the \$500k B2B eCommerce Order



What will it take to get you there?

- SAP-integrated platform that's ready to grow
- Trusted advisor managing your technology
- Smart plan for iterative growth (your trusted advisor should help)



# Wrap Up

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Any questions or comments?

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