



# B2B Customer Portals

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7 Best Practices To Avoid Pitfalls And Thrive

**SAP®** Certified  
Powered by SAP NetWeaver®

**SAP®** Certified  
Integration with SAP S/4HANA®



# 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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20+ years' experience in

eProcurement, integration

eCommerce, & SaaS



# 14

Years B2B eCommerce  
experience for SAP companies

# SAP Certified

S/4HANA & NetWeaver

# Silver

Partner of SAP

# \$2B

B2B order value processed  
annually

## Some of Our Clients

**OREGON TOOL**



**MERCK**  
Animal Health



H.B. Fuller



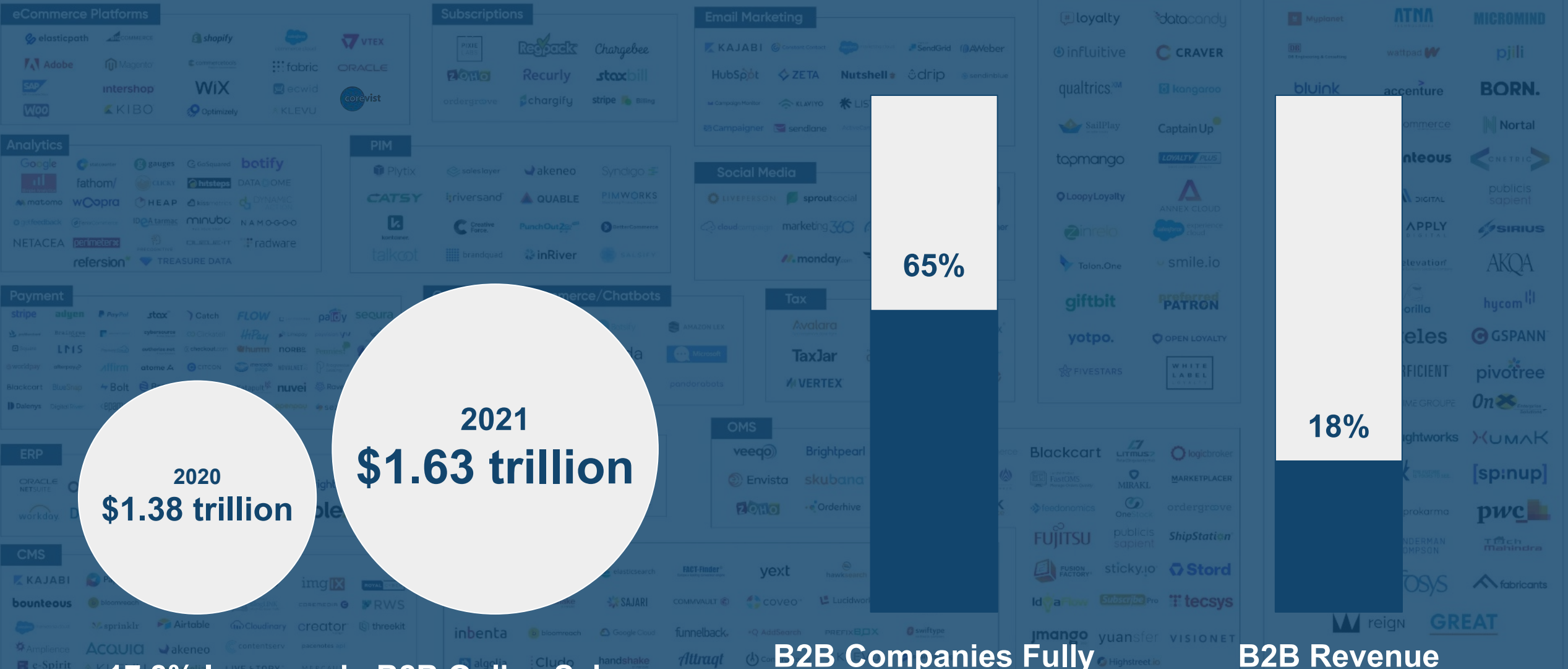
**LORD**



bell & howell

corevist™

# The B2B Commerce Landscape Today



2020  
\$1.38 trillion

2021  
\$1.63 trillion

65%

18%

17.8% Increase in B2B Online Sales

B2B Companies Fully Transacting Online

B2B Revenue from eCommerce

Source: Digital Commerce 360

Source: McKinsey & Company

Source: McKinsey & Company

# Journey to eCommerce Maturity

Where are you today?

Indicators

## Hard to Do Business With

Low Customer Satisfaction/Attrition  
 CX is a Liability  
 Customer demands CX improvements

## Better But Room for Improvement

Customer Satisfaction trails the standard  
 CX is not a critical Issue but has gaps  
 Customer would like more CX improvements

## As Easy As Your Competitor

Average Customer Satisfaction  
 CX is on par with competition  
 Customer no longer asks for CX improvements

## Easier to Do Business with Than Most

Above Average Customer Satisfaction  
 CX is among the best available  
 Customer compliments CX and shows you preference because of it

## Easiest & Best to Do Business With

Five star Customer Satisfaction  
 CX redefines how business is done in your market  
 Customer refuses to do business with anyone because of your differentiating CX

Journey

React

Improve

Transform

Solution

Phone, Fax, Email, Sales Team Contact

Basic EDI (PO Only)

+EDI (PO Change, ASN, INV), ePro Portal Login

Standalone B2C & Basic B2B

Integrated B2C w ERP, eMarketplaces & add deeply integrated B2B eCommerce w PunchOut

corevist. BuyBot

corevist. LAUNCH

corevist. GROW

corevist. SCALE (B2B) & SAP CCV2 (B2C)

SAP



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 (1/2)



**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 (2/2)



**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...

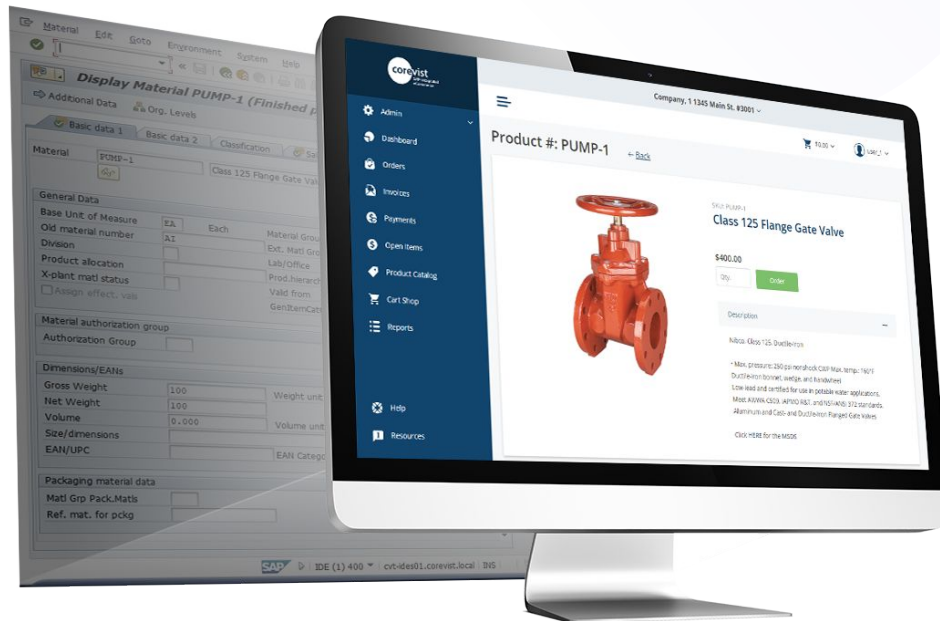


...with B2B integration.

**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~~

~~Standalone platforms & 3rd 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)





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# Summary

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Any questions or comments?



**Thank you!**