Summary of Key Findings

E-commerce plays an important and deep-seated role in the B2B buying process.
Buyers purchase an average of
75% of products online.

Suppliers, wholesalers and manufacturers are not meeting their customers' growing demand for buying online.
While **30% of buyers** would prefer to buy at least 90% of products online, **only 19%** are currently doing so.

B2B buyers want to access information online.
62% prefer accessing a variety of information online, compared to just 27% preferring offline.
During the buying process, almost **1/2** of buyers conduct web searches to look for information, solutions and suppliers.

Buyers expect more from their B2B online buying experience.
Ease and speed are key:
1/4 want easier and faster checkout, easy repeat ordering, quicker delivery and improved tracking as a priority.

Buyers give preference to vendors who offer online sales functionalities.
More than **1/3** of buyers would be persuaded to choose a vendor if they offered them the ability to **place**, **pay for**, **track** and **return orders online**.

Online order errors are impacting the profitability, efficiency, productivity and sales of buyers' organizations.
44% of B2B buyers experience online order errors with their top 10 suppliers at least every two weeks.

The professional buyer's top 3 KPIs:
1. Cost savings
2. Increasing the efficiency of the purchase process
3. Internal client satisfaction

More than **1/4** of buyers anticipate that automation is going to change the B2B buying role in the next **5 years**.
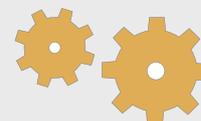
To meet your buyers' needs, ensure your B2B e-commerce platform:
- ✓ **Displays relevant information**
- ✓ **Offers optimized functionalities**
- ✓ **Handles the complexities of B2B orders**
- ✓ **Prevents order errors**

ABOUT SANA COMMERCE

Sana helps businesses all over the world reach their full potential. We offer the shortcut to e-commerce. How? Through 100% seamless integration with SAP and Microsoft Dynamics. Our e-commerce solution leverages existing business logic and data in powerful and user-friendly web stores. This lets our clients focus on improving customer experience, streamlining sales processes, and increasing sales volume and frequency.

Sana Commerce is a certified partner of Microsoft Dynamics and SAP. Our innovative approach and strong partner network make Sana the driving force behind over 1,500 web stores worldwide. Because of our experience and expertise, we can go all the way, offering not only a product but also supporting services such as online marketing, Search Engine Optimization (SEO) advice, hosting, design and online payment providers.

Make your business future-proof and join the e-commerce movement.
For more information, visit www.sana-commerce.com

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The shortcut to e-commerce