

# THE CONSUMERIZATION OF B2B SALES & ORDERING TECHNOLOGY

## WHAT IS CONSUMERIZATION?

Sales and ordering technologies in manufacturing and distribution are going through a consumerization phase.

The first wave of commerce technologies—namely, barcode scanning technologies and rudimentary online web ordering portals—may have felt innovative when they were first developed decades ago. Today, however, they feel very much “early Internet.” They remain out of place in the current technology landscape and unable to keep pace with the significant advancements made by their equivalents in the consumer sphere.

This has led to a period of **consumerization**, a new phase of software development in which B2B software is becoming increasingly user friendly and accessible, bridging the technology gap between B2B and B2C buying experiences.

Manufacturers and distributors that have implemented consumerized sales and ordering technologies are meeting the growing expectations of B2B buyers, who are demanding the kinds of user experiences they’re accustomed to in their consumer lives. And because these mobile and web ordering solutions are much more intuitive than their predecessors, suppliers are also reducing the costs associated with training reps and customers to use them.

## WHAT’S BEING CONSUMERIZED IN B2B?



### THE DIGITAL CATALOG

While early B2B online ordering portals were often nothing more than glorified digital order forms, the consumerized B2B digital catalog showcases richer imagery, provides ample space for product descriptions and inventory data, and can host supplemental marketing assets like lookbooks and product education videos.



### THE BUYER EXPERIENCE

B2B ordering portals of the past often offer a user experience that leaves much to be desired. Consumerized B2B buying portals are highly intuitive, resembling the online commerce experiences your customers are accustomed to, with features like sophisticated search capabilities and multi-brand navigation.



### MOBILE ORDERING

Whether it’s for your sales reps or your buyers, the mobile ordering experience is in the process of being majorly overhauled. It is no longer necessary to rely on analog barcode scanners to place shelf-side orders. Modern B2B Commerce ordering software now leverages consumer native mobile applications on familiar devices like smartphones and tablets.

**80%** of B2B buyers state that they would buy again from a supplier with an easy-to-use website.

If you don’t offer an exceptional online ordering experience, you will lose business to your competitors that do.

Contact Handshake at [info@handshake.com](mailto:info@handshake.com) or 855-532-9044 (+1-646-434-2553 intl) to upgrade your sales and ordering software.

## ABOUT HANDSHAKE

Handshake provides the B2B Commerce platform for manufacturers and distributors that powers standout ordering experiences both in-person and online.

