

# The urgency of ecommerce for distributors

eCommerce is changing the world, but not in the way that most people think. Contrary to the consumer-focused narrative that has brick and mortar retailers rushing to get online, the biggest changes are coming to business-to-business transactions.

While US B2B ecommerce sales reached \$1.7 trillion in 2021, a new forecast from Forrester<sup>1</sup> finds that this volume is estimated to exceed \$2 trillion in 2023 and \$3 trillion by 2027.

**There's no waiting this one out. Manufacturers are creating their own ecommerce platforms and attempting to do end-runs around their distributors. But middle-market distributors shouldn't lose heart; manufacturers don't currently have the ability to fill complex, multi-source orders.**

**And they don't have Billtrust eCommerce.**

**We're the experts in creating B2B webstores for middle-market distributors. They're configurable, easy to implement and integrate seamlessly with existing ERPs. Our mission is to put ecommerce in reach for businesses like yours.**

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## Why ecommerce always wins

Two-thirds of corporate customers<sup>2</sup> intentionally reach for digital or remote in-person engagement when given a choice. Moreover, they're doing so at every stage of the purchasing journey. In all, ecommerce has surpassed in-person as the single most effective channel.

Your customers used to complain if they couldn't get someone on the phone. Now they don't want to talk to anyone at all.

Can you blame them? The course of business has accelerated and gone mobile simultaneously. They need a user-friendly ecommerce site that allows them to easily find product, save and repeat orders, track and manage their items and make payments from anywhere on any device.

eCommerce doesn't just benefit your customers. With routine and repeat orders processed seamlessly through a 24/7 webstore, your sales team are free to handle more complex orders and properly nurture their leads. And having all of your products available for purchase online opens the entire field of digital marketing to your sales force, enabling more leads, sales and happy customers.

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## Billtrust makes ecommerce easy

Billtrust webstores deliver ROI while better serving customers. We offer a range of webstore options, all priced to fit each distributor's unique situation.

Even in the world of ecommerce, locality is king and we've built our solution with that in mind. From how product data is displayed to back-end order management, everything is informed by our deep experience in B2B distribution.

The future of the distribution business is online. Meet your customers there with help from the ecommerce experts at Billtrust.

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1. <https://www.forrester.com/press-newsroom/forrester-us-b2b-e-commerce-will-reach-an-estimated-3-trillion-by-2027/>

2. <https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/busting-the-five-biggest-b2b-e-commerce-myths>

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