



The Future of B2B ecommerce – Intelligent Commerce



Eleanor Walsh

Head of Marketing

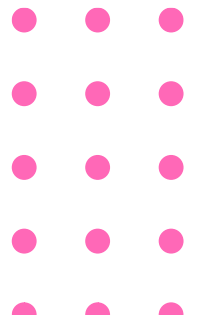


Graham O'Rourke

Head of Product

Agenda

- Experlogix Overview
- Intelligent Commerce
- Customers
- Demonstration
- Questions



About Experlogix

- Experlogix was established in 2002 with offices globally
- We offer a suite of leading-edge business applications, all designed to make it easy for your clients to buy from you.
- Our solutions work as powerful standalone products or together as a comprehensive package, optimised for full end-to-end automation in any industry.



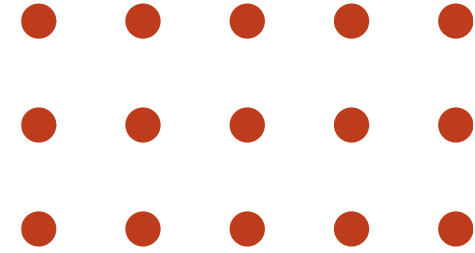
What is CPQ?

Configure complex products and services

Price your solution based on any variables

Quote your customer with a professional document

Improve your bottom line, increase customer satisfaction, and generate real ROI



Industries that Benefit from CPQ



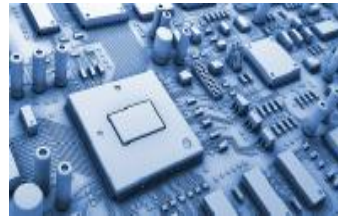
Apparel



Door & Windows



Heavy Equipment



High Tech



Discrete
Manufacturing



Medical & Scientific
Devices



Utilities



Furniture and
Buildings



Hardware & Software



Professional Services



Media &
Entertainment



Telecom

What is Document Automation?

Automating the process of creating various types of documents, at scale.

- Integration with third-party data sources
- Reusable templates
- Dynamics workflows

Streamline and simplify the sales process and improve customer experience.

Generate and deliver better documents faster

Experlogix Document Automation

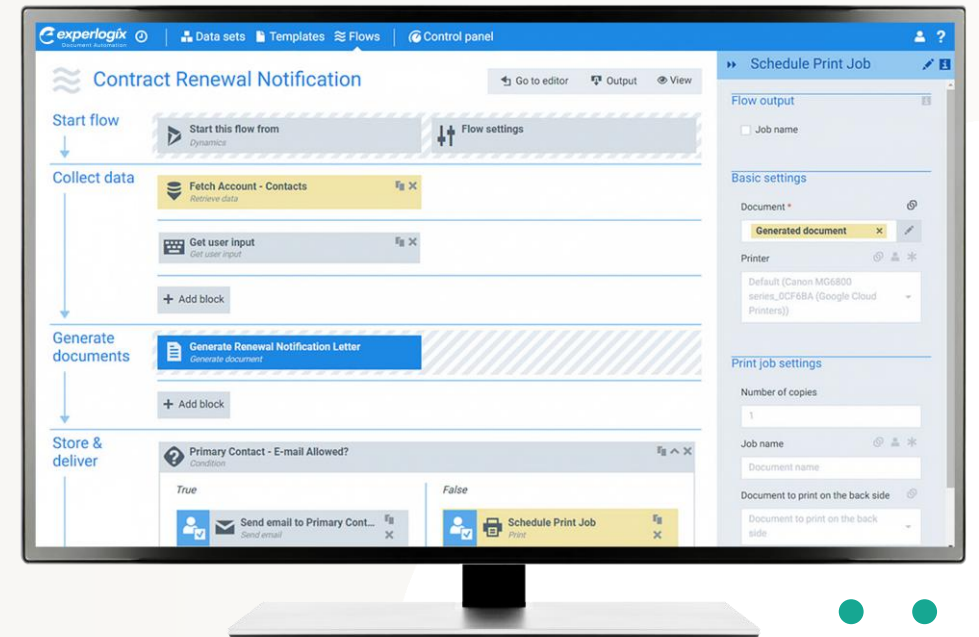
75,000+
users
worldwide

65% of
productivity
savings

100% built for
any industry

20 years
specializing in
Document
Generation/
Automation

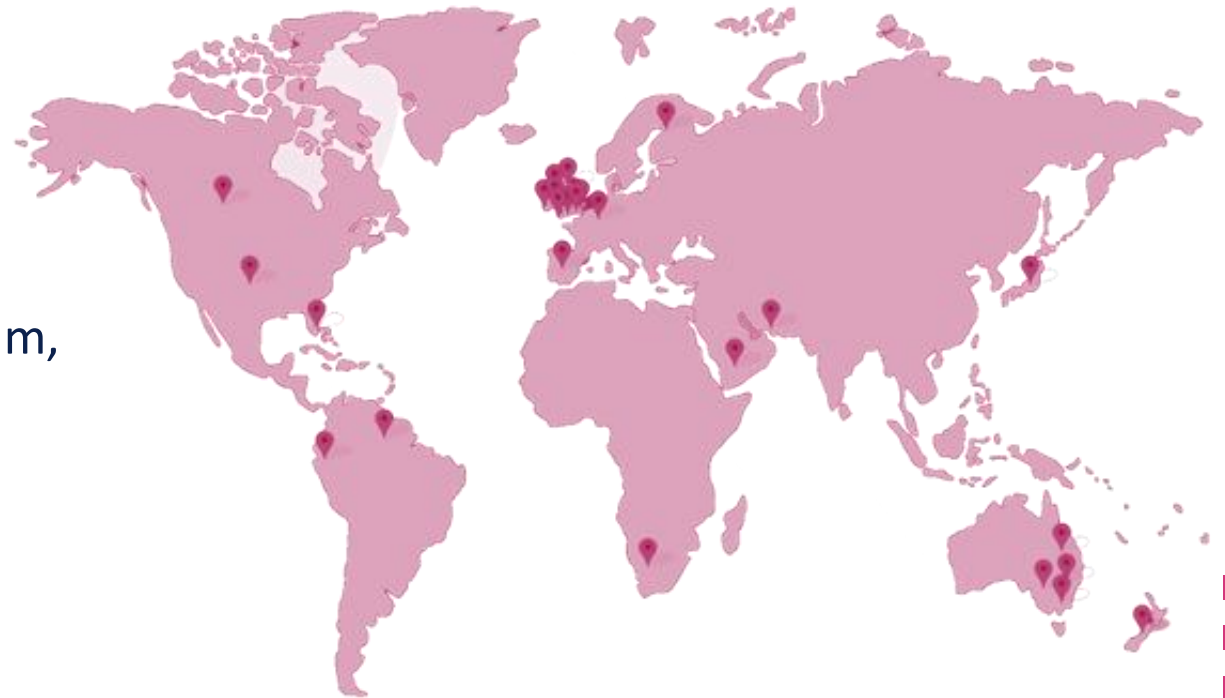
100 million
documents
generated
annually



Digital Commerce

About Experlogix Digital Commerce

- Aphix est. 2014
- April 2023 merged with Experlogix
- 300+ employees
- Offices: Ireland, UK, The Netherlands, Belgium, USA, Canada and Australia
- 300+ Deployments Worldwide
- True Cloud / SaaS Platform



Customers and Brands We Work With



INDUSTRY:

UK's leading supplier of PPE, safety and hygiene products to the food manufacturing industry

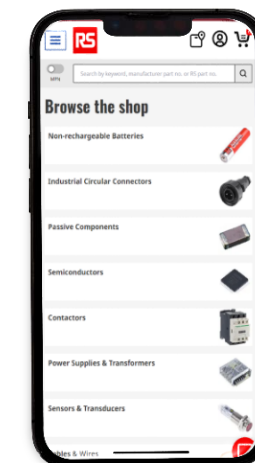
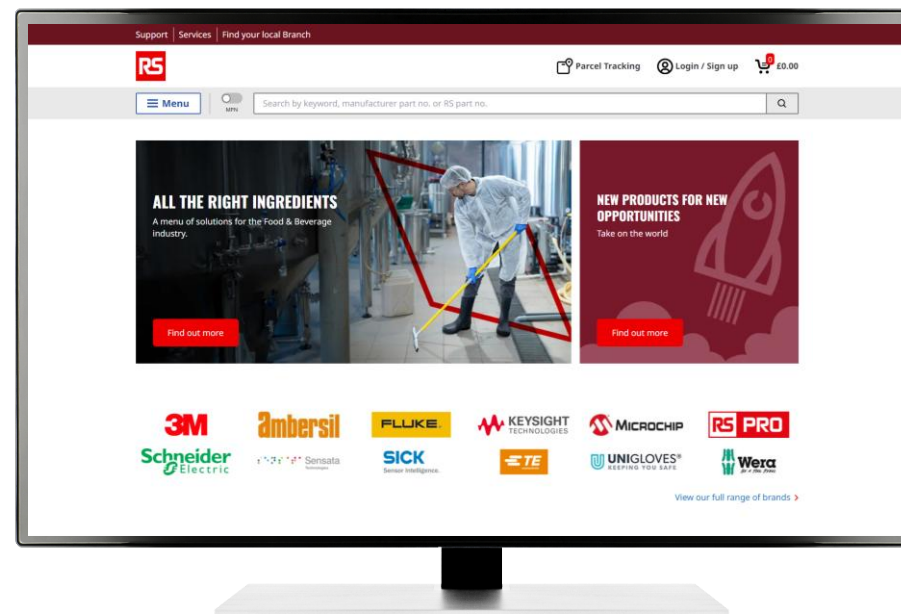


CHALLENGE:

- Difficult to maintain bespoke B2B eCommerce
- B2B ordering with kits, budgets and approvals
- Customer specific Catalogue downloads
- Integration with ERP
- Customer ordering from procurement systems

RESULT:

- OOTB WebShop with Uniform Management Pack
- Real-time integration with ERP
- Order Punchout for enterprise ordering
- Experlogix Digital Commerce API and Document Automation together for catalogue creation



INDUSTRY:

European distributor of passive equipment for utilities sector - telecom, electricity, water, gas & industry

ERP:

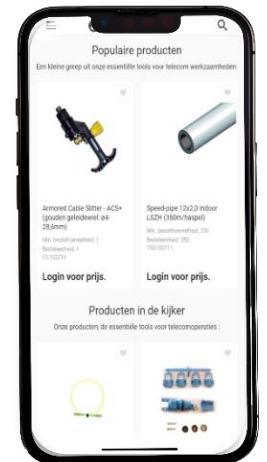
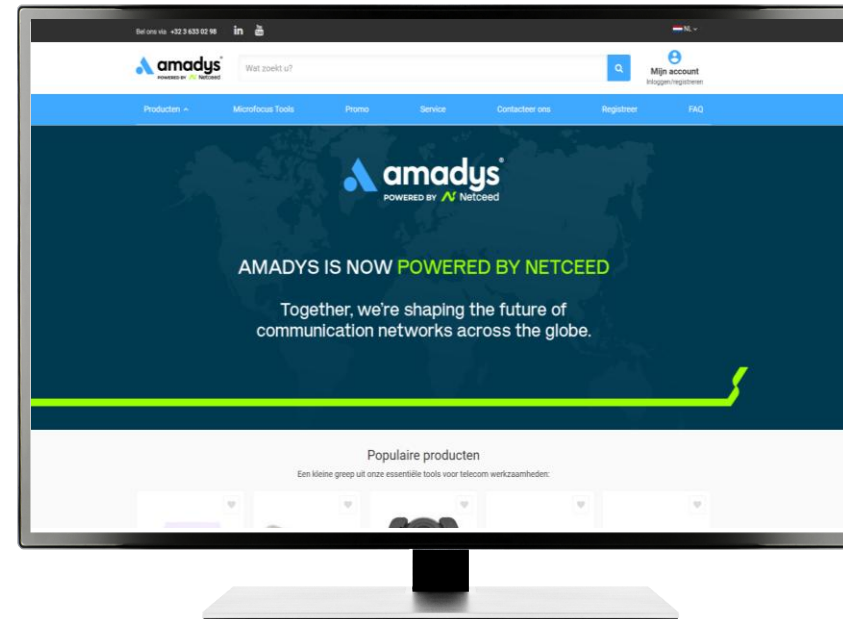
SAP Business One

CHALLENGE:

- Online B2B ordering across multiple companies
- Multiple languages
- Scalable model to easily onboard new companies
- Ordering from within customer procurement systems
- Integration with SAP B1

RESULT:

- 10 OOTB WebShops and growing as they onboard new companies
- Easy repeatable model
- Real-time Integration with their ERP
- Order Punchout
- Support for multiple languages



Customer spotlight
UK Food Wholesaler

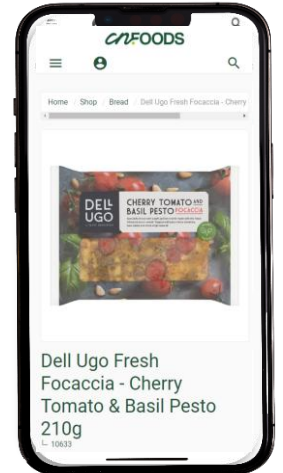
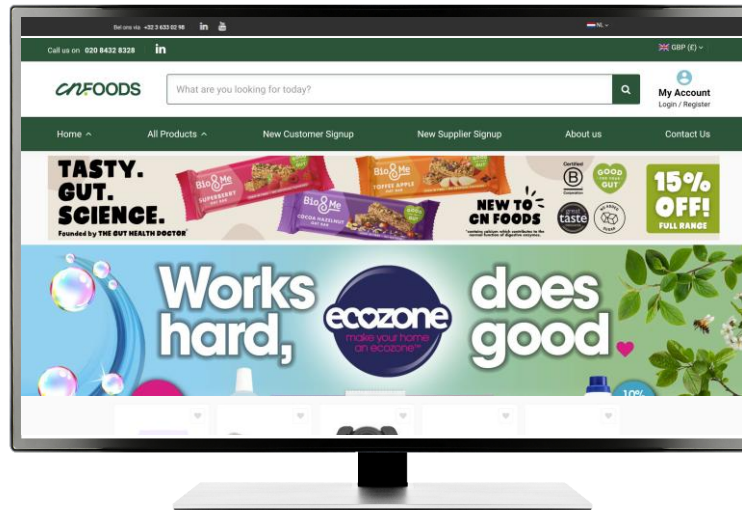
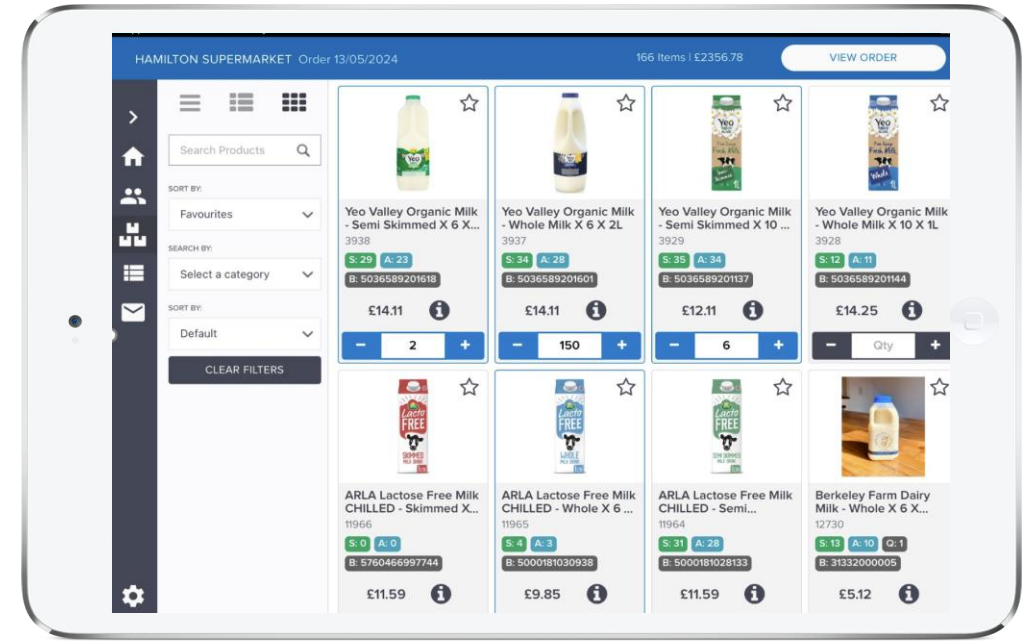


CHALLENGE:

- B2B Reps visiting stores to take orders working off price lists with no access to up-to-date data from ERP – customer specific pricing, product catalogue, stock data, order history customer account history etc.
- Resource heavy manual order taking – emailing back to office – inputted by admin staff
- No control over rep discounts
- Some customers looking to self-serve

RESULT:

- SalesRep APP integrated with real-time ERP data & full digital catalogue
- Reps with access to customer specific pricing, real-time stock data, order history and customer account info.
- Minimum price feature to discount within thresholds
- Reps visiting more customers daily and no manual order processing
- Barcode scanning
- Customer ordering on WebShop and PocketShop app



Experlogix vs Agency Models (e.g. Magento/Shopify)

Experlogix

- All in one solution - SaaS
- Certified to work with BC
- B2B Specialists - Long Term Commitment
- 24/7 Monitoring by 1 Team
- Support & Features by 1 Team
- Roadmap focused on B2B
- Input from Customer like you

Agency Model

- B2C Focus
- Limited BC Integration
- Agency / Project Led (one off)
- Cheap versions available but more expensive in reality
- You own solution & pay for ALL changes
- Innovations are focused on Retail

Shopify Plus – Agency Model

Licences

- Shopify Plus £ 25,000 pa License
 - Transaction Fees £ ?? – depends on model
 - App (assuming 5-6) £ 4,000 pa License
 - Partner Support (3 hrs/wk) £ 15,000 pa
- £ 44,000 pa + Transaction Fees**

Design & Integrate

- Re-Design (one-off) £ 6,000 – £ 20,000
 - Customisation & Integration £ 20,000 – £ 40,000
- ~£30,000++**

But it's about more than cost

...Let's Talk Intelligent Commerce



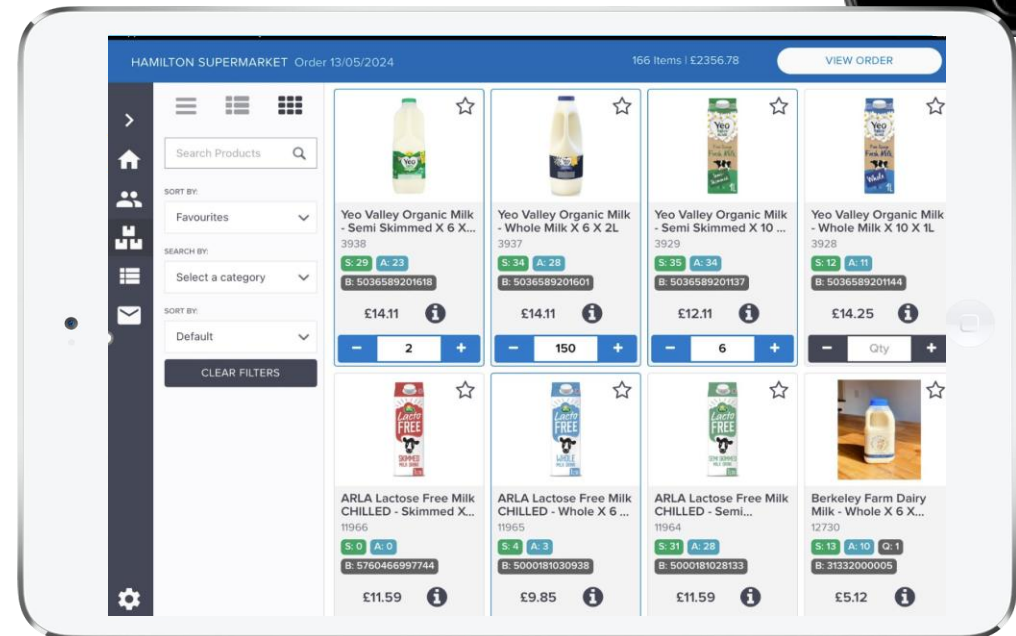
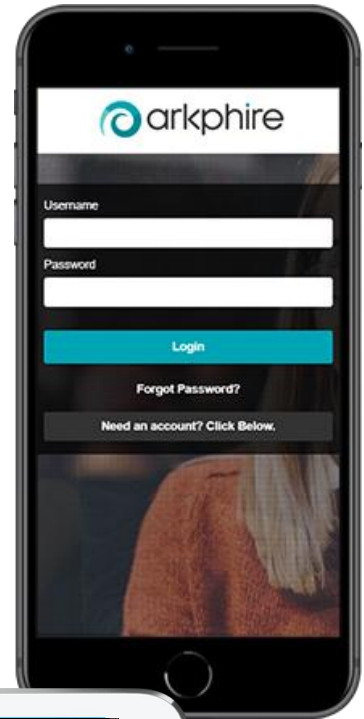
What do the best run wholesale distribution businesses have in common?

1. Personalised Buying Experience
2. Rapid Change
3. Adaptable



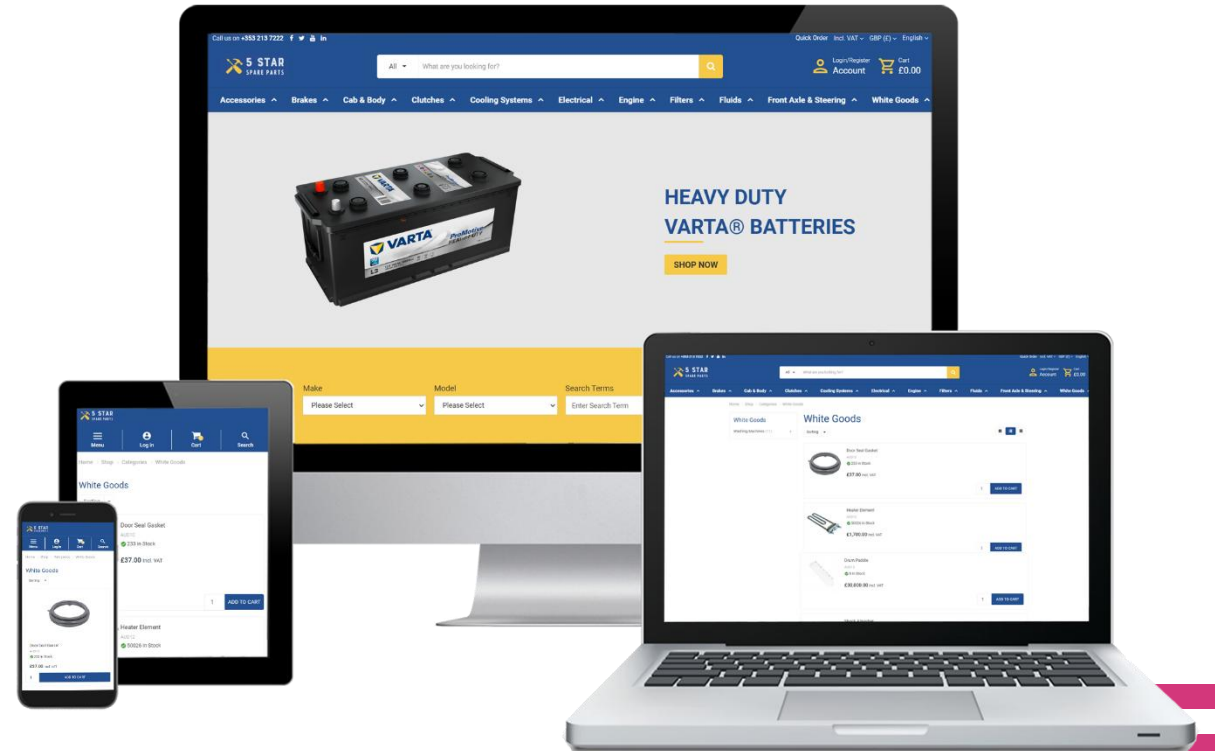
1. Personalised

- Your brand – Your content
- Personalised Product Catalogues
- Customer specific pricing, discounts etc
- Segmented offers to customer groups
- Personalised content
- ‘beyond ordering’ & multichannel
 - Payments, Invoices, Stock, Quote to Order
 - PocketShop - Branded App
 - SalesRep – Field Sales
 - Punch Out
- Secure & Scalable

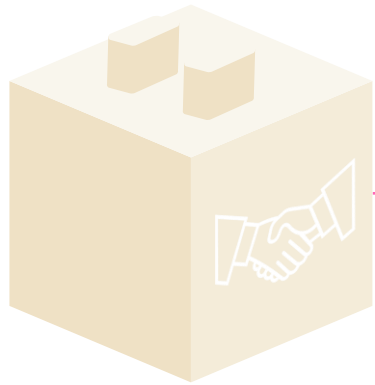


2. Rapid Change

- Fast time to market
 - Integration out-of-the-box
- Real-time information available to customer
- Online ordering available 24/7
- Apps on your mobile devices

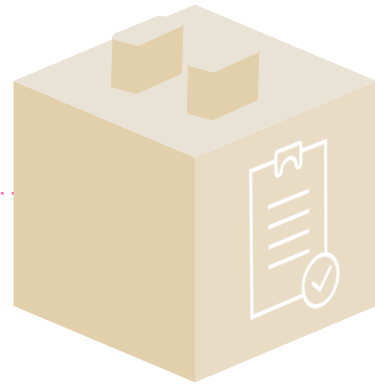


Onboarding – Rapid Deployment – 8 Weeks*



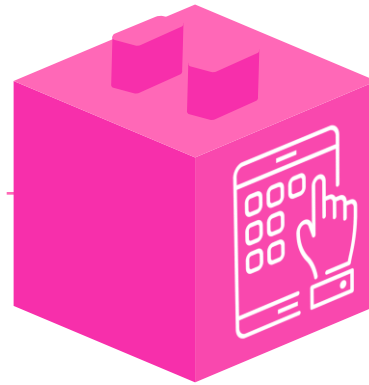
Sales Order

- Approved Sales Order
- Finance Milestone (ARR)
- Welcome Email



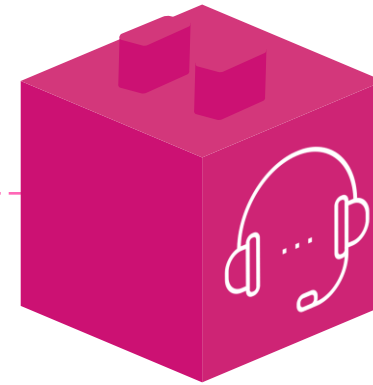
Client Onboarding Meeting

- Introductions
- Outline of Onboarding Process
- Access to Webshop
- Schedule Outline



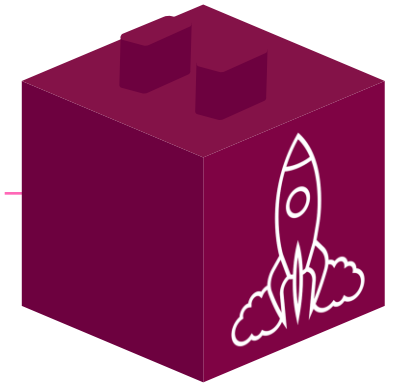
Onboarding Requirements

- Workshop
- Integration Training
- Content Management Training
- Configuration QA



Post Delivery Support

- Configuration Sign Off
- Finance Milestone
- Fix Issues

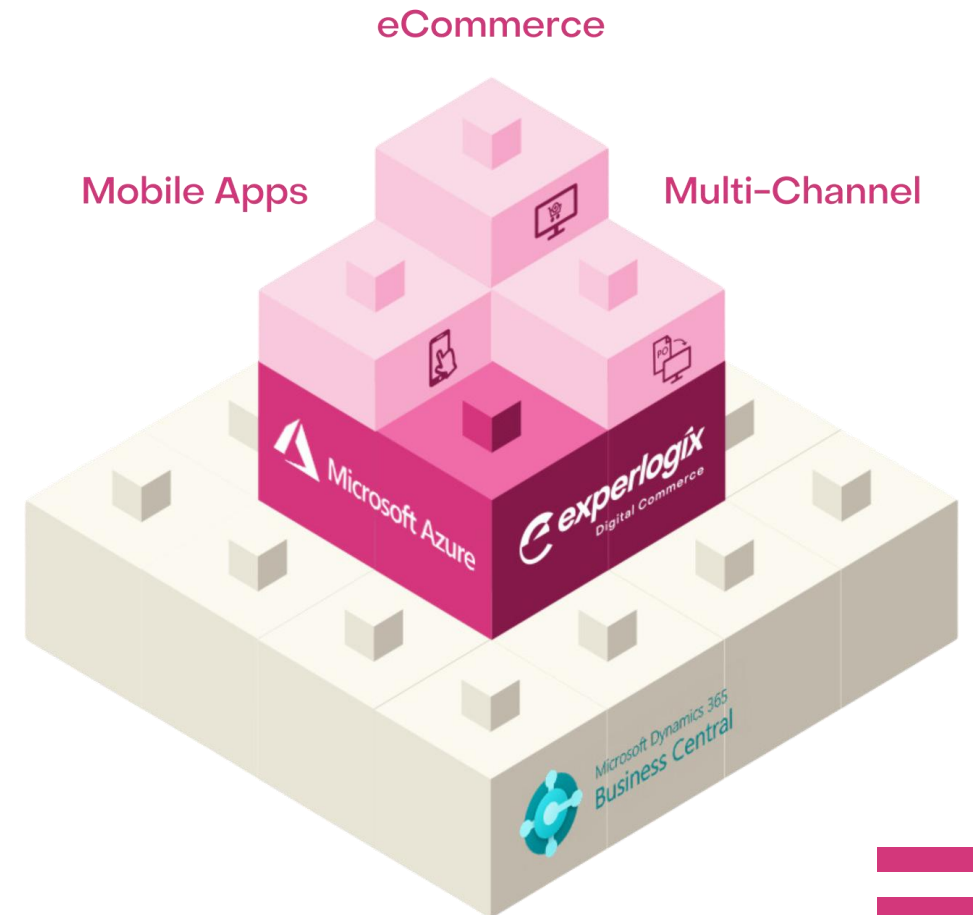


Go Live

- Preparation
- Schedule
- Go Live

3. Adaptable

- Make the changes you need quickly as your business grows
 - Choose SaaS
- Offer multiple sales channels – let your customer choose
- Scale-up with new markets, regions, brands
- Integration to BC means only making changes in one place
- Adapt and respond to your customer needs

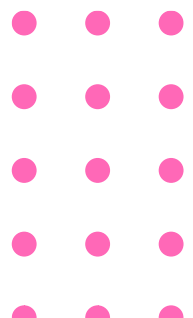


Fast Product Set-up with AI

The screenshot displays the Aphix admin dashboard for product category management. The left sidebar contains navigation options: Dashboard, Catalogue (selected), Products, Product Options, Product Specifications, Categories, Orders, Customers, Service Desk, Shipping, Discounts, ENT, Pages, and Banners. The main content area is titled 'Categories' and includes fields for 'Category Name', 'Features', 'Default Layout' (set to 'No Preset'), and 'Description'. A prominent black callout box with white text reads 'The AI wand also helps with SEO!'. To the right of the 'Description' field is a button labeled 'Generate Content using AI'. The 'Description' field contains a list of three items: '1. Remove from packaging', '2. Adjust to desired settings', and '3. Enjoy the benefits'. Below this is a 'Specifications' section with a table:

Material	Durable plastic
Size	Compact, fits in palm of hand
Color	Multiple options available

Below the specifications is a promotional text: 'Don't miss out on the opportunity to improve your life with our product. Order now and experience the difference for yourself!'. The interface also shows a rich text editor toolbar and a 'Parent' dropdown set to 'Root'. A 'Menu Index' section is visible at the bottom left.



Responsive Customer Service

The screenshot displays a responsive e-commerce website interface. At the top, there is a pink navigation bar with the 'experlogix Digital Commerce' logo on the left, a search bar with the placeholder text 'What are you looking for today?', and utility links for 'Store Locator', 'My Account', and 'My Cart' on the right. Below the navigation bar, a horizontal menu contains links for 'Products', 'Showcase', 'About Us', 'Latest News', and 'Contact Us'. The main content area features a summary table with a 'Cross Total' of '€ 98.18'. To the left of the table, there are fields for 'Customer Reference: 242424', 'Deliver to: Graham', and 'Payment Terms: - Cash Basic -'. To the right, there is a 'Comments: Test Notes' field. A large black button with white text 'Add a comment' is positioned to the right of the payment terms. Below this, a text input field contains the text 'Hey I'. A pink 'Add Comment' button is located at the bottom right of the input field. At the bottom of the page, there is a table with three columns: 'Date', 'Author', and 'Comment'. The table currently shows 'No Comments.'

		Cross Total	€ 98.18
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Customer Reference: 242424

Deliver to: Graham

Payment Terms: - Cash Basic -

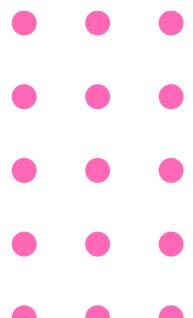
Comments: Test Notes

Add a comment

Hey I

Add Comment

Date	Author	Comment
No Comments.		



Describe Configure

September 13, 2024, 10:12 AM

Hi, I'm here to help you build a copilot agent. Describe what you'd like your agent to do, and I will help create a name, description, and instructions. Remember: You can change these at any time.

Your name is "eCommerce Manager" and you assist with product updates to Business Central and on Experlogix Digital Commerce.

Great! I'll use the name you provided. Where can I get information?

https://help-dc.experlogix.com/ecommerce/

Great! Do you have any instructions for how your copilot should assist, for example a specific tone?

Describe how your copilot should behave



New chat



eCommerce Manager agent

Automating everyday Ecommerce tasks

Discontinued Items
Maintain discontinued items and substitutes

Special Offer Items
Update special offer pricing and listings

Manage Queries
Process Online Customer Queries

Product Withdrawal
Take products offline

eQuote to Order
Issue customer quotes

Customer Insights
Onboarding, eCommerce & Margin insights

Ask a work question or use / to reference people, files and more



Show more

Show more

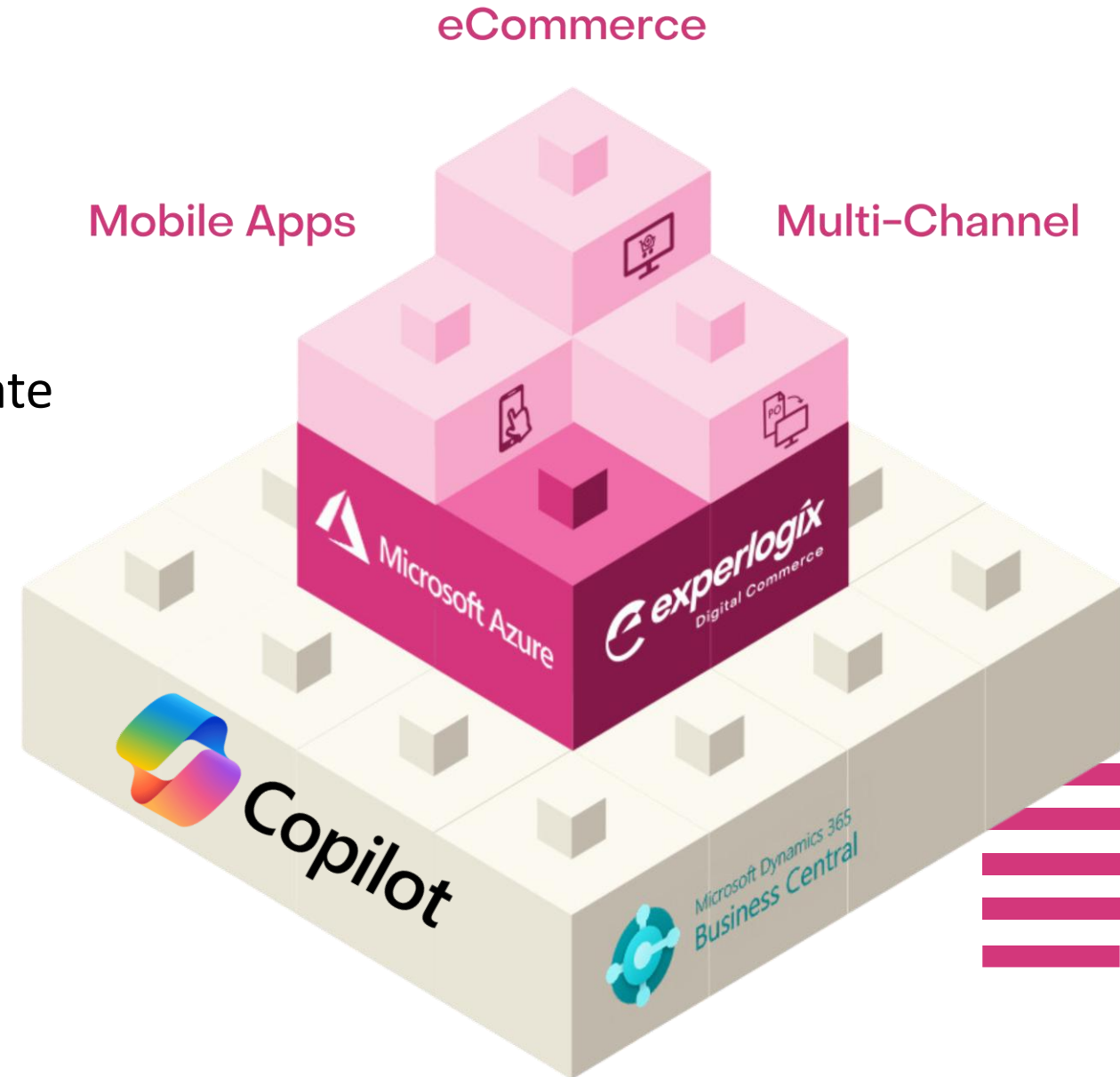
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Intelligent Commerce

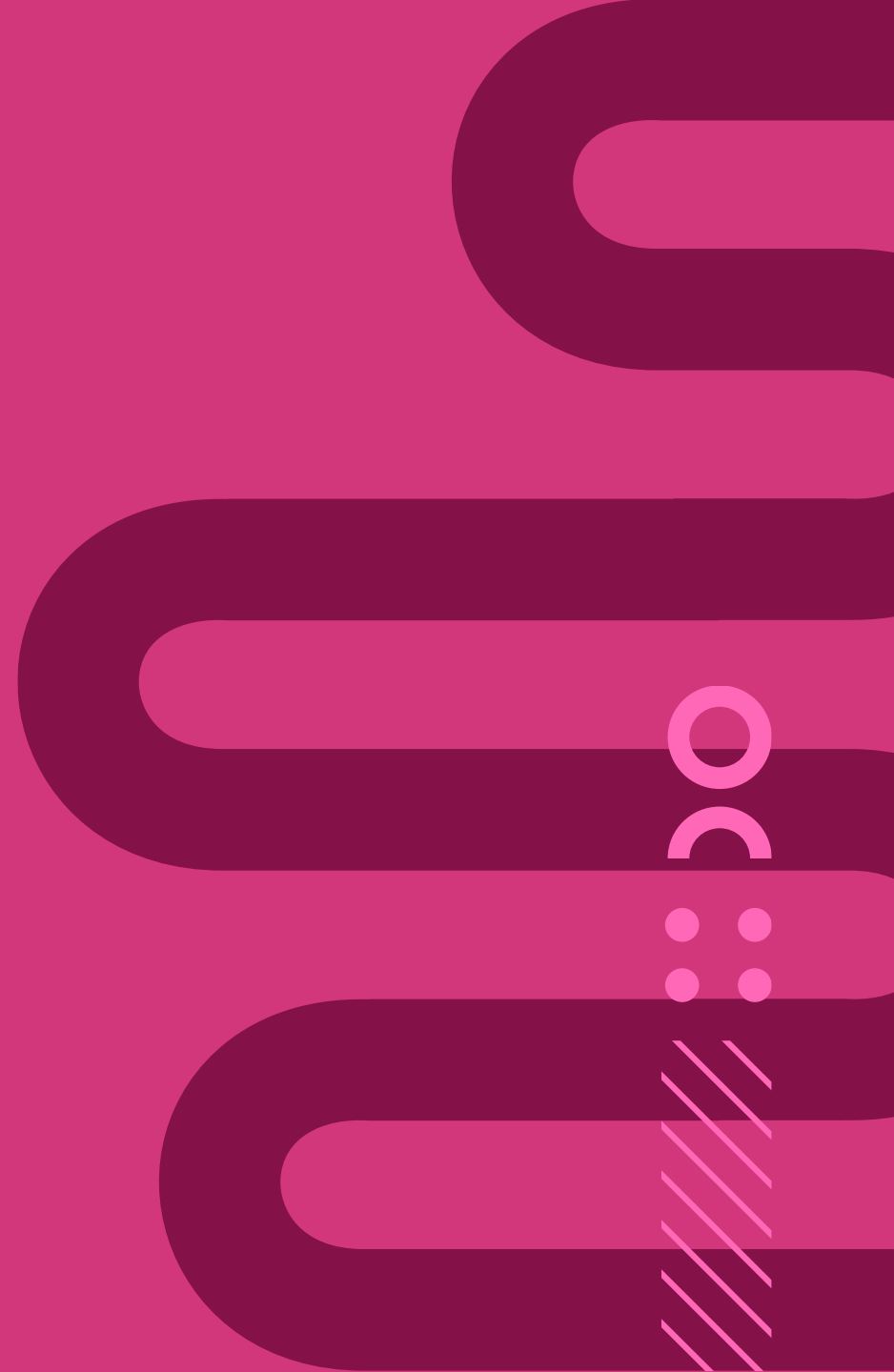
- Business Central – Live Integration
- Integrated with Copilot and Power Automate
- Extensible with Copilot Agents

Benefits

- Automation & Time Saving
- Data Integrity
- Customer Service
- Easy to use



Q & A





Interested to find out more?
Visit our booth for a demo

Visit experlogix.com

sales@experlogix.com



Demo

