



How to Overcome B2B Digital Transformation Challenges

From Strategy to Supply Chain

Presented by



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Despite a strong business case for eCommerce adoption, B2B businesses often find themselves struggling with it. Addressing the right factors can help businesses overcome or minimize the constraints in the adoption of B2B eCommerce.

The top challenges that businesses face with B2B eCommerce adoption include:



Strategic Challenges

Buy In

Pushback can come from all levels of an organization. Top management and shareholders might not want to spend the money, middle management might not want the extra work, employees might fear the loss of their jobs, and a lot of folks simply won't want to change how they do things. Because these concerns aren't completely unfounded, you'll need to show them exactly how eCommerce—and change—can streamline your business and help it grow.

The Bigger Picture

Often, businesses view B2B eCommerce adoption as an IT enabled cost cutting step and nothing can be farther from truth. B2B eCommerce adoption is a strategic decision that has an organization wide impact—and benefit. Map your B2B eCommerce project to your organizational goals so B2B eCommerce is prioritized and budgeted for.



Operational Challenges

Change Management Processes

Adopting B2B eCommerce is a big step for an organization. It affects how the businesses is run, it requires people to learn new technologies and tools (i.e. a web platform), follow new processes, and more. Changes like these are unsettling and rarely welcomed. The most commonly cited culprits for the resistance include lack of effective communication, failure to take employee feedback, poor training, and lack of transition process. Having an effective change management process, which can very easily address these concerns, is critical for successful adoption of B2B eCommerce.

Organizational IT Maturity

Organizational IT maturity assesses how prepared your IT team, processes, and equipment are for new technologies and tools. Partner as soon as possible with your IT team to make sure you can address the issues (user and system) arising from the new systems and processes a B2B eCommerce project will bring.

Human Resource Challenges

Engaging Stakeholders

To get engagement, start by doing the work to understand the needs and expectations of each stakeholder. Your eCommerce project is meant to solve existing problems and enable growth. Show stakeholders how eCommerce will do this for them and make them part of achieving success. Also, communicate clearly and transparently. Withholding or obscuring information and presenting biased information diminishes the trust between the stakeholders, and disconnects them from ownership of and responsibility for project success.

Politics & Culture

The culture and the intra-organizational politics play a big role in initiatives like B2B eCommerce adoption. The different agendas of the stakeholders involved and departmental differences between IT and sales, managers, and employees complicate adoption. Make addressing and navigating these complications part of your project plan from the outset.

Knowledge Retention

Multiple stakeholders and departments are involved in B2B eCommerce adoption. With planning and execution split between multiple stakeholders and employee turnover being common across organizations, be sure to thoroughly document along the way so you don't lose institutional knowledge and project momentum.



Supply Chain Challenges

Supply Chain Management

B2B eCommerce adoption is a significant change for your internal stakeholders and for your external stakeholders like suppliers, vendors, and customers. They may also worry about lack of training, fear of job losses, loss of interpersonal relationship with suppliers, and customers surface, so better planning, communication, and training for external stakeholders is also critical for the successful adoption of B2B eCommerce.

Channel Conflict

B2B eCommerce has traditionally survived on system of channels (e.g. sales representatives and distributors) and channel relationships. Channel managers are often naturally wary of eCommerce systems because of the belief that eCommerce will complicate or eliminate their roles. You'll need to demonstrate the opposite their get their buy in.

Interoperability and Integration

B2B businesses usually have multiple systems already in place and lack of interoperability is a common reason for delayed adoption. All these systems are part of the ecosystem and it is critical for them to work with each other. During your planning phase, consider this very seriously as lack of integration can lead to a number of other problems, negating the benefits of B2B eCommerce adoption.

i95Dev is an eCommerce Agency specializing in complex ERP integrations for Microsoft Dynamics GP, AX, NAV + SAP, SAGE ERP. Multichannel B2B is their specialty.