



## THE E-COMMERCE SOLUTION FOR A NEW DAY

The COVID-19 pandemic changed B2B trade forever. It forced everyone to acknowledge the convenience and efficiency of digital and understand that having a seamless e-commerce experience isn't a nice-to-have, but rather a must-have if one wanted to survive – much less thrive. In fact, it accelerated the rollout of B2B e-commerce and established a(nother) “new normal” to add to things like remote work. And, as we begin to emerge from this highly disruptive period of time it's imperative for companies that sell online to realize that e-commerce, as a prioritized channel, is here to stay, and customers are demanding a better online buying experience.

Per a [recent survey](#) of B2B buyers by Avianos, 87% of buyers would pay more for a supplier with an excellent e-commerce portal. Perhaps more notably, 90% of B2B buyers would turn to a competitor if they offered a better e-commerce experience. The takeaways from these facts are clear: today, it is critical to have an e-commerce experience that makes the process easy and frictionless for your customers, or you risk the very real possibility that they will turn elsewhere for the goods and services they are seeking – and you are attempting to sell to them.

The good news is that if you run SAP Business One, there is a solution available to you to address these expectations: FocusPoint is the key to simplifying the complexity of e-commerce, as well as providing the buying experience that will serve the needs of the customer and build their loyalty, in the process.

FocusPoint works as an extension of SAP Business One allowing for seamless communication and the continuation of your workflows and processes. It provides SAP Business One users a single platform with multi-channel capabilities, incorporating e-commerce, sales, marketing, and Point-of-Sale (POS) features, while offering stunning themes and dynamic functions, out-of-the-box with no hidden costs.

What are some of the top reasons to choose FocusPoint? Well, FocusPoint was created exclusively for SAP Business One and has been engineered using SAP tools to uniquely understand your setup, and effectively eliminate development costs and go-to-market delays. Additionally, FocusPoint is an all-in-one, configurable solution, which means it is highly flexible, offers support for all buying profiles and it even dispenses with the need for software upgrades.

And, FocusPoint is backed by a team of hands-on experts with a deep understanding of both e-commerce and SAP, so we have an appreciation for all aspects of the clients we serve. Finally, FocusPoint is available in several packages, all of which are available at price points that, as we like to say, won't crush your bottom line.

In closing, we know the importance of having an e-commerce solution for SAP Business One that is not only best-in-class but also simple and affordable. We are also keenly aware that our customers' success is our success, and this underpins the deep commitment to have not just be a resource to them, but true partner.

Please reach out to speak with one of our experts to learn how FocusPoint can enhance your e-commerce offering, help you better serve your customers and, in the process, drive your bottom line.



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