

Trade Expertise

# Trade Successfully on All Channels with Omni-Channel Commerce!

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In order to sell and process 300,000 outstanding client opportunities per year, you need optimized processes and structures that are supported by itelligence's new, highly efficient software.

Jochen Schweizer, Active Chairman,  
Jochen Schweizer GmbH

**70%**  
of B2B sales  
are made over  
digital channels

Volatile Markets Are Forcing Businesses to Rethink Their Sales Strategies

## itelligence – Your Industry Expert for New IT Challenges in Business

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### **B2B Buyers Have Gone Digital**

And B2B buying behavior is changing. B2B buyers have come to expect the same consistent and personal purchasing experience they are used to in their private B2C environment with mobile digital technologies.

Most businesses still have multi-channel architecture in place that doesn't support consistent processes or consistent data storage. Businesses must have a 360-degree view of their customers to respond in real time to their needs and meet their raised expectations. IT has become a critical factor for success when developing innovative service processes.

### **Stay on Top of Trends and Changes in the B2B Market**

The fluid transition between B2B and B2C is changing your value-added chain in a lasting way. More than ever before, quality and speed have become key competitive advantages in the market. Customers now expect shorter delivery times, fewer service requests and the ability to communicate with businesses on all channels.

Consumers have changed their behavior as they have adopted mobile technologies, and consumers' raised expectations have put businesses under increased pressure. Competition is becoming more intense. One factor is that manufacturers now sell directly to customers and offer them the product and service in one total package.



People's private shopping experiences are increasingly shaping expectations in B2B.

### **Business Is Changing from Offering Just the Product to Offering Complete Solutions**

In order to remain successful in these competitive conditions, it is no longer enough to focus solely on your core business. More business fields are emerging that are best served by a targeted offer of business models. New service tasks must be mastered that help your suppliers and purchasers present offers on the market.

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**Successful Customer Retention with SAP Hybris E-Commerce Platform**

Being a certified partner of Hybris, the market leader in the omni-channel segment, we are involved in the newest developments related to both Customer Engagement & Commerce and Hybris solutions right from the start.

Based on this know-how and our long-term SAP experience, we realize trade solutions for you that are exactly tailored to your individual requirements.

**The Benefits**

- 360° view of your customers in real time
- Consistent processes
- Consistent brand image on all channels
- Increase in customer loyalty by providing an excellent buying experience
- Individually scalable solution

**Intelligence Business AddOns**

Following best practices, we developed AddOns that are easy to integrate, add real value and give you a quick return on investment. Examples include:

- TCIC/Telesales Cockpit for placing quick quotes and orders
- Cash&CounterSales for store and counter sales
- Hire&Rental for lending and renting transactions

**Keep Your Eye on the Big Picture: Think Globally but Act Locally**

In this international business environment, you need a global IT partner. Our worldwide presence in more than 23 countries gives us a deep understanding of the different characteristics unique to each country and a broad perspective to compare international markets.

**Efficient Omni-Channel Solutions to Optimize Your Supply Chain**



More than  
**25**  
years  
of SAP business  
experience

Would you like to learn more about our expertise in the trade industry? If so, please contact us:

» [itelligencegroup.com/contact](http://itelligencegroup.com/contact)

With the help of itelligence's integrated end-to-end solutions, you can master the challenges of omni-channel posed in a dynamic business environment.

