

THRIVE24

Why you should add physical goods to your portfolio

TRACK 6

Jonmichael Moy Roundtable Moderator: Mark Willoughby

Gail Liddle





Senior Manager, Managed Mobility and VAS





Jonmichael Moy





Senior Director Commerce Platform





Mark Willoughby





Global Director Account Management





Physical goods that you can monetize





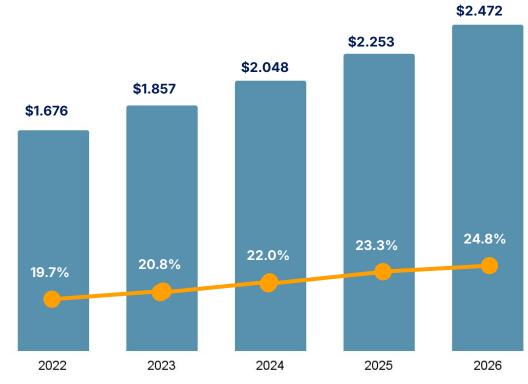
B2B commerce projected to grow over \$2.4 trillion

Physical electronic commerce is growing **over 16% YoY**

Physical electronic sales is expected to grow and account for over 25% in the next two years

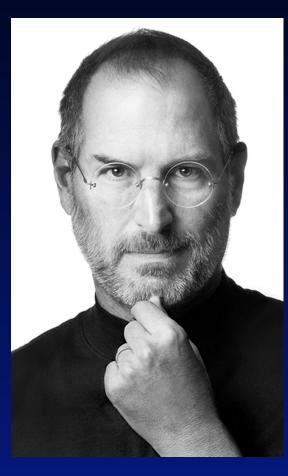
US B2B Ecommerce Site Sales

Trillions, % change, and % of B2B electronic sales



Source: eMarketer, Aug 2022





Creating unified customer experiences

"You've got to start with the customer experience and work backward to the technology. You can't start with the technology then try to figure out where to sell it."

- Steve Jobs

Selling complementary hardware and software services in a unified way to not only expand your portfolio, but enhance customer experience and satisfaction.



Customers Benefit With Unified Shopping Experiences



CONVENIENCE & SIMPLICITY

Simplified buying experience from a single platform



ENHANCED VALUE

D Shopping for complete solutions instead of individual products





PERSONALIZATION

Tailored customization and recommendations



UNIFIED CUSTOMER SUPPORT

Single point of contact for support and service



STREAMLINED LOGISTICS

Simplified procurement and coordinated fulfillment



Physical commerce enables you to meet your customers evolving technology needs and increase monetization

COMPETITIVE ADVANTAGE Be positioned as a comprehensive technology provider

MEETING CUSTOMER NEEDS

Complete end-to-end solution to manage IT infrastructure



CUSTOMER VALUE

Complement existing services to drive customer satisfaction and loyalty



UPSELL AND CROSS-SELL

Introduce new products with minimal customer acquisition costs



CUSTOMER EXPERIENCE OWNERSHIP

Ensure your customers hardware works seamlessly with software and connectivity services



Physical Good Monetization Solution Owning the customer end-to-end physical commerce experience



Supplier Integration Compliance & Security Catalog Management Inventory Management Product Variants Product Reviews Address Validation Inventory Management Taxation Customer Support Payments / Reconciliation

Shipping Seller Communication Returns (RMAs) Recycling Program





How AppDirect Enables Physical Commerce

Market Trends

How have recent trends in B2B e-commerce influenced the shift towards offering physical goods, and what emerging trends should businesses be aware of?



Competitive Advantage

In what ways can adding physical goods to a B2B marketplace create a competitive advantage over businesses that focus solely on digital products or services?



Customer Expectations

How do customer expectations differ when purchasing physical goods versus digital products in a B2B context, and how should businesses adapt their strategies accordingly?



Technology and Innovation

How can technology and innovation be leveraged to streamline the addition of physical goods to a B2B marketplace, and what role do automation and data analytics play?



Profit Margins

How does the addition of physical goods impact profit margins in a B2B e-commerce setting, and what strategies can be employed to maintain or enhance profitability?



Customer Experience

How can businesses ensure a seamless and positive customer experience when introducing physical goods to their B2B marketplace, especially in terms of logistics and customer service?



Inventory Management

What are the best practices for managing inventory when physical goods are introduced to a B2B marketplace, and how can businesses avoid common pitfalls?



Market Differentiation

How can offering physical goods in a B2B marketplace help differentiate a company from its competitors, and what unique value propositions can be emphasized?



Partnerships and Collaborations

How can strategic partnerships and collaborations enhance the process of adding physical goods to a B2B marketplace, and what types of partners are most beneficial?



Sustainability

What role does sustainability play when introducing physical goods to a B2B e-commerce marketplace, and how can businesses ensure their practices align with environmental and social responsibility goals?



Future Outlook

What does the future hold for B2B e-commerce marketplaces that offer physical goods, and how should businesses prepare for upcoming changes and challenges?



Connect with the panel



Gail Liddle

https://www.linkedin.com/in/gail-liddle-88923116/



Jonmichael Moy https://www.linkedin.com/in/jonmichaelmoy/



Mark Willoughby https://www.linkedin.com/in/mark-willoughby-0994011/





Assets and resources



Scan this QR code to access assets related to this session



Thank You

