

Why you should add physical goods to your portfolio

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Physical goods that you can monetize



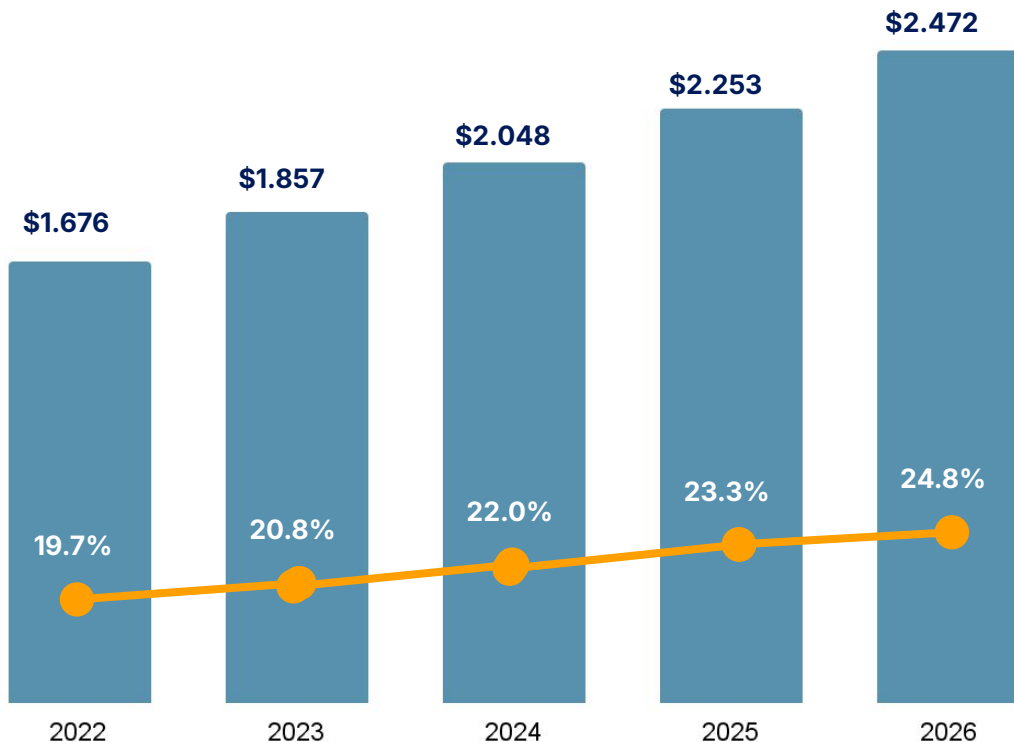
B2B commerce
projected to grow
over \$2.4 trillion

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

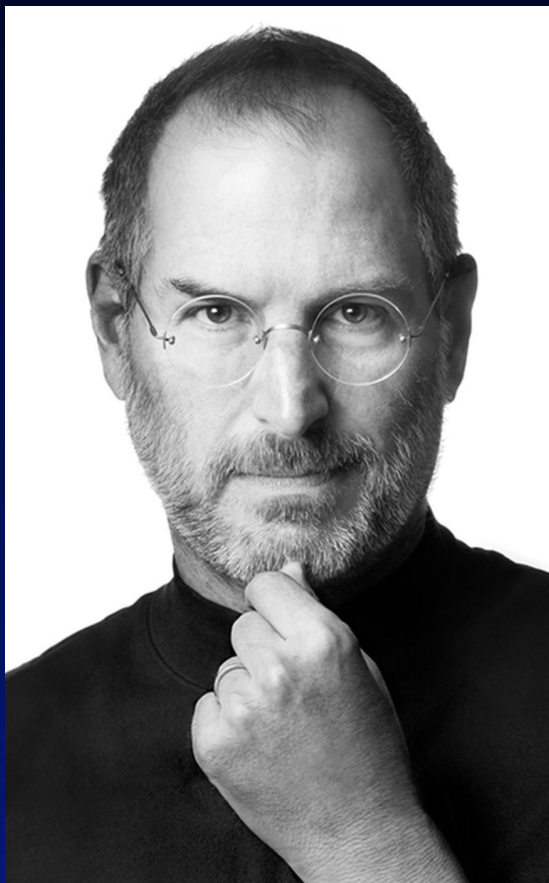
Physical electronic sales is
expected to grow and
account for **over 25% in
the next two years**

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."

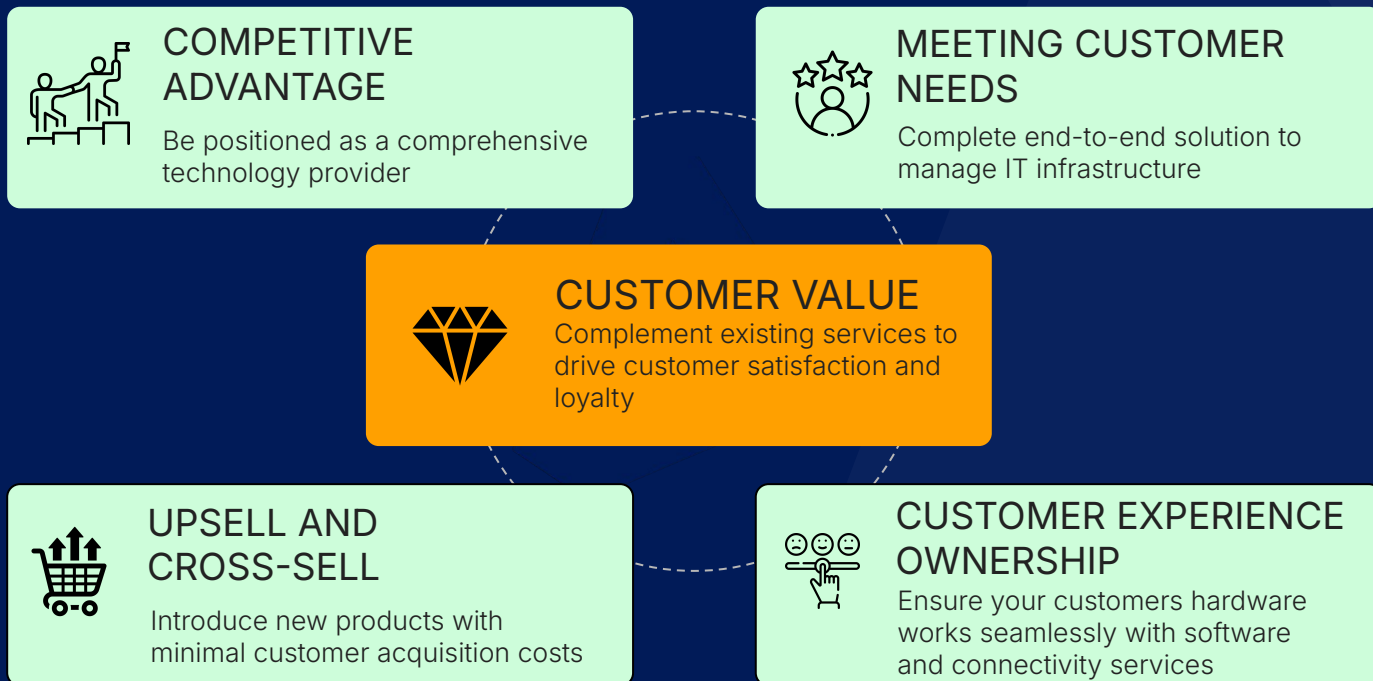
- Steve Jobs

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



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



Physical Good Monetization Solution

Owning the customer end-to-end physical commerce experience





How AppDirect Enables Physical Commerce

Roundtable Question #1

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?

Roundtable Question #2

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?

Roundtable Question #3

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?

Roundtable Question #4

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?

Roundtable Question #5

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?

Roundtable Question #6

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?

Roundtable Question #7

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?

Roundtable Question #8

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?

Roundtable Question #9

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?

Roundtable Question #10

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?

Roundtable Question #11

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



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Thank You

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