



MAKE YOUR SYSTEMS WORK FOR YOU

How Gesso Supports Business

Modernize your manual business processes and
get to market faster with connected systems
and a development roadmap you control.



1.877.763.8844 | sales@acrocommerce.com

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As a business leader, connecting your company's assets and improving efficiency is the path to becoming agile and navigating global disruptions. Building new sales channels that meet changing buyer expectations and creating superior experiences are key motivators in improving market share and improving customer retention.

Gesso, our intuitive framework, minimizes the effort to bring all of your B2B and manufacturing business processes online without sacrificing functionality, branding or customer experience. Our vision is to reduce the time it takes to bring new systems online, simplifying your day-to-day operations and lowering the costs of selling online or digitizing outdated sales workflows.

Let's look at how Gesso can help solve some of your business challenges:

- Symptoms: Siloed systems, manual processes and poor communication.

[Page 3](#)

- Symptom: Inability to control end-to-end brand experiences.

[Page 4](#)

- Symptoms: Loss of market share and weak customer retention.

[Page 5](#)



Symptoms: Siloed Systems, Manual Processes and Poor Communication

Manual operational workflows and data entry results in human error, increasing labour costs and customer dissatisfaction. Disconnected systems and interrupted data flow are the root cause of most of these pains within your organization. As a leading B2B manufacturer, you recognize the need to evolve with technology and bring your internal processes together online. The problem is that monolithic platform changes are costly, disruptive and require a rip and replace approach. This hurdle is big enough to give even the earliest adopters reason to hit pause. But, there is a solution.

“35% of internal processes, on average, are digitally optimized today, and this is expected to increase to 55% by 2022.”

– The 2021 Gartner CIO Survey

Minimize disruption and future-proof your digital architecture

Gesso is a composable solution, allowing your operations to keep what is needed and replace what isn't. Building a digital infrastructure based on a modular architecture allows your organization to change each component or system individually, allowing for continuous innovation and development. Gesso allows your business the freedom to evolve and race to the forefront of B2B sales innovation.



Symptom: Inability to Control End-To-End Brand Experiences

Your distribution network is possibly your number one sales channel and likely a great one. The downside is that your distributors control how the end users of your product experience your brand. You are also almost fully dependent on your distributor network to promote your brands to the end users. What can you do to address brand awareness if your distributors aren't pushing your products? Usually, the answer comes down to finding more distributors or cutting prices to make your products more attractive to the distributor.



Making your distributors happy is important, but what if you could increase your market share by adding a digital sales channel? Not having online sales solutions means your organization does not own the entire customer experience, and you rely on outside factors to improve your market share. Not owning the customer journey results in incomplete customer data and the inability to push targeted marketing messages to those who need to see them the most.

"75% of B2B manufacturers will sell directly to their customers via digital commerce by 2025." – [Gartner's 2021 Digital Commerce State of the Union](#)

Create new sales channels and improve profitability

The worldwide pandemic has shown how vulnerable distribution networks and traditional face-to-face sales are; mitigating these disruptions means changing how your sales teams work and lessening your reliance on distributor networks. A modern digital commerce platform and architecture solution like Gesso gives organizations options for navigating these disturbances. Gesso allows your business to build and manage their sales channels by connecting their existing tech stack and data for product, pricing and inventory information connectivity. Improve your margins by reducing distributor commission impact and owning the entire customer experience.

Symptoms: Loss of Market Share and Weak Customer Retention

Declining customer loyalty and the high cost of customer acquisition highlight the need to build customer-focused digital assets. Platform or software restrictions often stand in the way of making the changes your business needs to evolve. A disjointed tech stack makes platform restrictions more pronounced.

Integrating customer loyalty programs, encouraging repeat sales and suggesting service or product add-ons is generally impossible with traditional commerce architecture. The inability to support these features handcuffs businesses from improving customer lifetime value and retention. Companies that adopt robust commerce solutions to support sales teams will see profits rise and market share increase. Businesses that don't adopt a digital-first strategy in the new buying era will struggle, be unable to retain customers and lose market share.

"15% of B2B organizations will use digital commerce platforms to support sales reps activities by 2024."

– Gartner, [Use B2B Digital Commerce to Improve Sales Performance](#).

Improve customer experience & support buyer evolution

Gesso's seamless integrations and commerce capabilities allow you to:

- > Bundle product and service offerings
- > Handle recurring payments
- > Add subscription models
- > Adopt loyalty programs
- > Make tiered and account-specific pricing possible
- > Add easy-to-use automatic reorder functions

By giving the modern B2B buyer the online experience they are used to having in their life outside of work, leading-edge manufacturers will excel in areas of customer retention and see a marked improvement in market share.

About Gesso and Acro Commerce

Gesso empowers manufacturers and B2B organizations to digitize manual sales and service processes. Create new online shopping experiences that align with the complexity of your products and services by breaking away from the restrictions of your existing business systems while leveraging the data from them. Get to market fast with a future-proof solution that allows you to connect with any new platform and incrementally scale at your pace.

Acro Commerce is a digital transformation company specializing in decoupled accelerators, developing tailored digital solutions for effective operations and scalable growth for the manufacturing and B2B sectors. Our composable solutions have empowered online manufacturers such as [USI Laminate](#), [Eikon Device Inc](#), [Hu-Friedy Group](#) and more to reach their digital commerce goals. Our expertise lies in consultation, decoupled accelerators, custom integrations and infrastructure needs. We continuously support those partners with an Agile integration framework that allows increased speed-to-market resulting in improved profit margins, sales volumes and overall market share.

Need an
introduction?
We got you.

Get your people to
call our people.

[Increase buy-in with stakeholder interviews.](#)

We will:

- > Demonstrate Gesso's capabilities
- > Offer no-pressure advice and insight
- > Find out if Gesso is the right solution for your goals

[Book a demo >](#)