Acumatica SUMMIT

Ecommerce in Manufacturing:
Moving Beyond the Assembly Line
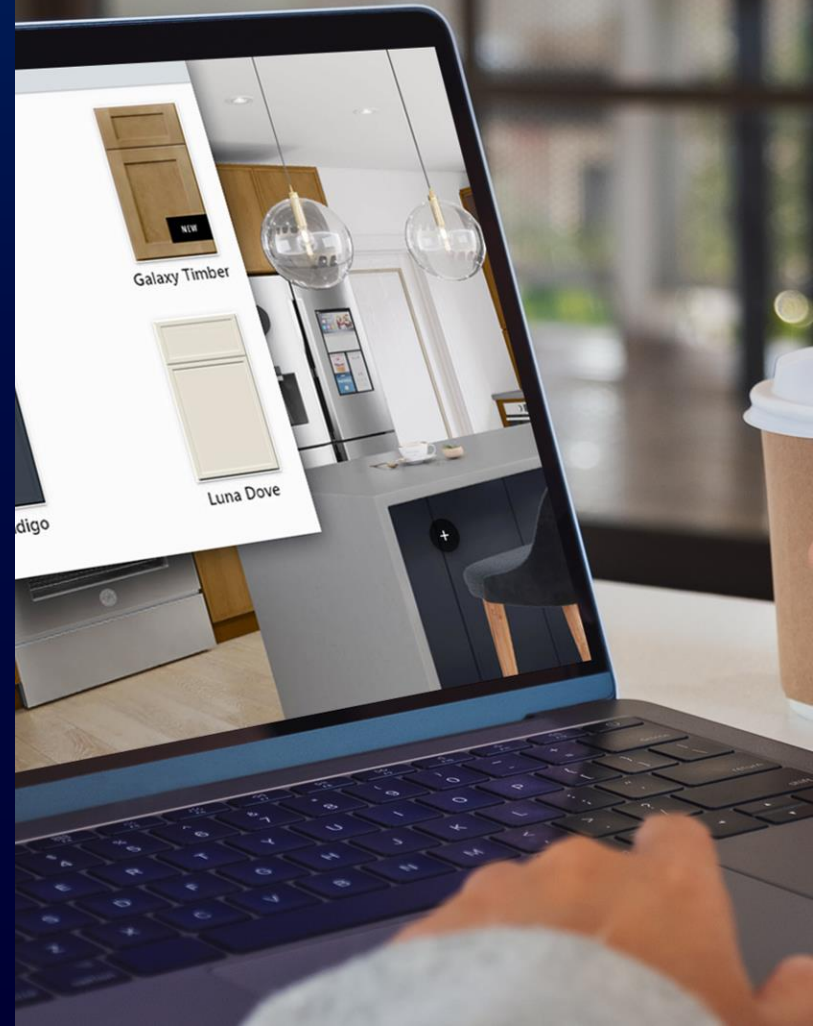
Learning Objectives

Leaving this session, YOU will:

- Understand the importance of having a eCommerce Strategy

- Learn about the Role of Ecommerce in Growth and Competitiveness Expanding MFG on Sales Channels

- Explore strategies for Ecommerce Integration and Scalability

- Understand how to leverage the Acumatica Commerce Connectors

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Agenda

- eCommerce – Why Now?

- The Transformative Power of eCommerce

- Driving Growth

- Enhancing Customer Experience

- Streamlining Operations

- Steps and Strategies

- Product Demo

- Q&A

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Why Now?

- Competitive Pressure

- Changing Consumer Expectations

- Market Dynamics

- Operational Efficiency

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Business Types for Manufacturers

Business to Business (B2B)

- Wholesale distributor selling products to other businesses

- Manufacturer selling products to wholesalers/distributors

- Manufacturer selling configurable products

- Wholesale distributor selling via counter sales

- Manufacturer selling via showroom/counter sales

Direct to Consumer (D2C)

- Manufacturer/Creator selling finished branded goods to consumers

- Manufacturer/Creator selling configurable branded goods to consumers

DiamondBack Truck Covers carved out a niche making premium pickup truck bed covers and selling them to consumers.

DiamondBack Truck covers got its start because of a classroom project which grew from a garage operation into an American corporation.

"We're a team dedicated to rolling up our sleeves, getting dirty, and building quality products that make a difference. "

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Driving Revenue & Growth

Digitization TWO categories

- **Digital Optimization**
  - Improve productivity, CX and existing channels

- **Digital Transformation**
  - Net new products/services and models

"Companies that have achieved multi-moment maturity reported cost savings of up to 30% and revenue increases of as much as 20%."

- Boston Consulting Group

86%

of B2B buyers prefer to reorder online instead of speaking to a sales representative

- PwC COO Manufacturing Survey, 2021

73%

of 20- to 35-year-olds are involved in purchase decisions

(33% identify as sole decision makers)

- How Digital Natives Are Changing B2B Purchasing, Bain & Co

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Enhancing the Customer Experience

What you can deliver from a digital customer perspective starts at the foundational level of your technology stack.

1. Monolithic

2. Headless

3. Hybrid/Decoupled

These technical architectures shape your customer experience and will limit or empower how you serve your users.

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Enhancing the Customer Experience

Benefits to having this conversation early and understanding how the implications can cascade.

- Performance

- Development speed

- Reduce technical support

- Future proof

- Flexible

Some accelerators even have a built-in design system to reduce time-to-value and help build iteratively.

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Oar Order Form

Let's Get Started!

Once you have reviewed and understand the options for configuring your oars, you can use this form to submit your configuration to Concept2. This is not an order; we will always contact you to confirm the full configuration and collect payment.

1. Oar Types & Quantity

Need Help?

Learn about scull components

Learn about sweep components

Type of oar

◯ Scull

◯ Sweep

Quantity

How many pairs of this configuration do you need?

| − | 1 | + |

RowERG

The Concept2 RowErg is for anyone who wants an effective full-body, low impact workout. Originally built by rowers for rowers, the RowErg's unmatched precision, consistency and comparability has made it the standard for training, testing and racing for a wide range of users. Engineered to last a lifetime, Concept2 provides top-notch support to keep you and your investment in great shape. **PM5 and Device Holder included.**

Available with two leg options:

- Standard legs—seat height 14" (36 cm) from floor
- Tall legs—seat height 20" (51 cm) from floor

$990.00USD

30 DAY MONEY BACK GUARANTEE

2 YEAR : 5 YEAR LIMITED WARRANTY

Model *
Select an Option
Standard Legs (14" Seat Height) ▾   ⓘ

| − | 1 | + |

Add to Cart

Overview   Specifications   Shipping Information   Often Bought With

Add to Cart

Customer Outcome

- Digital Transformation

- Build a Direct-to-Consumer sales channel

- Integrated global supply chain and associated technologies

- Didn't sacrifice the CX by understanding the customer and their loyalty to the community

- Powerful CMS to pair deep product details with the greater product supports

- Bringing a deep database to the forefront to ensure the correct parts for their machines

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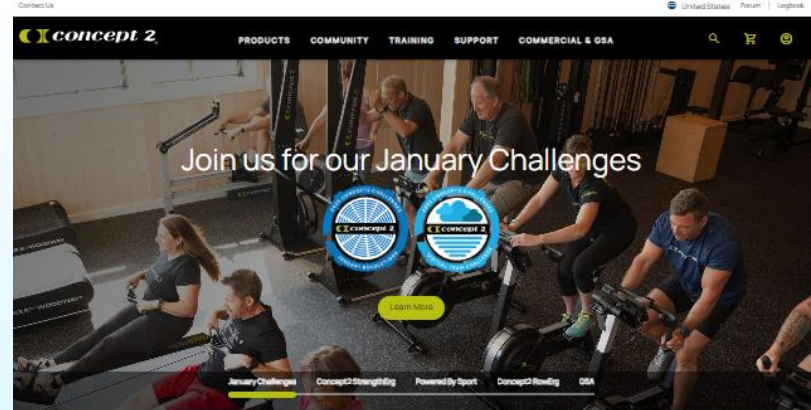
Streamlining Operations

- Automated data synchronization

- Real-Time Inventory Management

- Enhanced Order Processing

- Quicker Response Time

- Comprehensive Analytics and Reporting Capabilities

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Steps and Strategies

1. Understand your environment to set your objectives.
   - Transform or Optimize

2. Plan and prioritize.
   - Start with a strong foundation
   - Evaluate limitations

3. Execution
   - Build to MVP
   - Define Go-to-Market

4. Iterate and innovate

5. Expand

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Acumatica Connector 2025 Roadmap

Shopify
Shopify Plus for B2B and B2C

Shopify POS
Unified Multi-Store Management

Acumatica
The Cloud **ERP**

BigCommerce
B2B Edition, B2C, Feedonomics

Amazon
Fulfilled by Acumatica (FBA)
Fulfilled by Merchant (FBM)

Channel Engine
Omni-Channel
200+ Global Marketplaces

What's coming next!

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What is the Acumatica "Commerce Connector"

- It's in Acumatica code – *Native Integrations*

- Manage Multiple "Stores" and/or Channels

- **Controls what is "Sync'd"**

  - Entities – (data)

  - Filtering -

  - Mapping – Substituting

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The "Commerce Connector"

- **Controls what is "Sync'd"**

  - Entities

  - Filtering

  - Mapping – Substituting

Entity	Sync Direction	Primary System
Customer	Bidirectional	External System
Company	Bidirectional	External System
Customer Location	Bidirectional	External System
Stock Item	Export	ERP
Non-Stock Item	Bidirectional	ERP
Template Item	Bidirectional	ERP
Product Image	Export	ERP
Product Availability	Export	ERP
Sales Order	Bidirectional	External System
Payment	Import	External System
Shipment	Export	ERP
Refund	Import	External System
Price List	Export	ERP

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Demo

Key Takeaways

1 Ecommerce is essential for Manufacturers to stay competitive

2 Ecommerce can help drive revenue and growth

3 Most B2B buyers prefer to reorder online instead of speaking to a sales representative

4 Streamlined operations drive efficiency and customer satisfaction

5 Understand your goals and objectives before taking your first step

6 Leverage the expertise of Digital Agencies early in the planning process

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Acumatica
SUMMIT

We want your feedback.

Download the Summit App and complete a survey for an entry to win one of these awesome customer prizes.

Every survey completed = an entry to win!

Kwiat 18K
Diamond Pendant
Necklace

Saddleback
Leather Flight Bag
Briefcase

Messermeister
Olivia Elite 6 Piece
Magnet Block Knife Set

Keep in touch!

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