



How eCommerce grows revenue in high tech.

Commit to digital to gain the extra edge.



Introduction

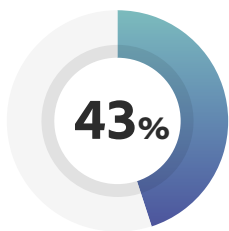
2020—the year when everyone in high tech needed to adjust instantly to falling enterprise sales, broken supply chains, closed retail stores, displaced workers, and customer expectations for more self-serve and easy-to-use experiences.

But as a dynamic and fast-paced industry, the tech sector has always relied on meaningful innovation and agility. These factors have been vital to survive intense competition and respond nimbly to tough challenges and emerging trends. Now that's more true than ever—and high-tech leaders are embracing new digital opportunities to stay ahead of the contenders.

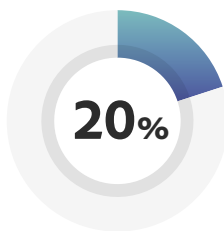
First, demand for direct-to-consumer (D2C) digital sales is increasing. High-tech organizations were early movers in D2C, with manufacturers like Dell, Lenovo, and Hewlett-Packard selling PCs online in the early days of the World Wide Web. These companies not only have D2C eCommerce, but also B2B buying portals. Now, some B2B customers want to buy smaller quantities of items without onboarding to access the buying portal. So, high-tech companies are looking for solutions that satisfy both B2B and B2C shopping experiences.



Buyers want to buy direct.



Want to forego distributors and buy direct from manufacturers.



Would be willing to pay slightly more.

Source: Forrester and Internet Retailer

Many high-tech companies serve both B2B and B2C, so selling online means serving buyers with distinct needs. Historically, organizations have implemented one commerce platform for consumers and another for business buyers, even though some capabilities overlap. That means your company bears the burden of paying two vendors, supporting two platforms, and training IT and sales staff to use them both effectively. Merging the two has substantial cost and efficiency advantages.

High-tech firms also need to design digital experiences to support customer demands through channels as varied as marketplaces, web, and mobile. By implementing AI, companies can personalize site search and product recommendations across these channels. When it's time to order, buyers have also come to expect fulfillment options like buy online pick up in store (BOPIS) or direct delivery. Interest in marketplaces is rising too. By building a marketplace, you

can give B2B and B2C buyers the convenience of choosing from thousands of complementary products and generate sizable revenue.

High-tech organizations are also setting up vertical marketplaces geared for the industry or select products. With a single site to showcase an array of options from various brands, especially those that complement your main product line, you can create an exceptional customer experience that drives significant revenues.

These shifts in customer purchasing behaviors and effective ways to sell online are here to stay. A survey of B2B decision makers shows 75 percent believe that digital self-service and remote selling are just as effective as traditional models—and 80 percent are very or somewhat likely to keep the models they've adopted for 12+ months after the pandemic, according to McKinsey. It's time to commit to the potential that new digital buying experiences can offer.

These unsettled times offer the ideal circumstances to reset your business and position yourself for the high-tech future that eCommerce promises. So the question isn't "Should I be investing in digital commerce?" Many businesses have already planned to move more sales online, and the pandemic has accelerated those plans, increasing near-term investments in eCommerce. The real question is how you can best use digital to meet customer expectations while reducing the cost to sell and build direct customer relationships without cutting out your partners.





Seize this decisive moment.

eCommerce experiences have evolved to support “critical needs in an exclusively digital world,” said Shantanu Narayen, Adobe CEO, at the 2020 Adobe Summit.

Your organization can go beyond supporting customer needs to ensuring extraordinary experiences with a variety of strategies—from going to market in new ways to expanding to more channels to investing in data AI for customer intelligence.

Sell direct.

The tech giants who were early movers in high-tech D2C sales have since developed sophisticated commerce experiences and set a high bar for customer expectations. They've moved forward by identifying customers' wants and tailoring experiences to fit them.

Companies that sell D2C gain valuable insights into buyers that aren't always possible when channel partners control the transaction. Accessing customer data could enable more innovative marketing campaigns. And skipping the intermediary by selling D2C may also let you offer more competitive pricing.

With the B2B and B2C worlds converging, more and more high-tech companies recognize the need to update, simplify, and standardize their tech stack. A modern commerce solution can fill the needs for both B2B and B2C, producing a solid ROI both in terms of lower total cost of ownership and better customer and employee experiences.

ASUS sees a 56 percent increase in PC and mobile revenue after adding B2C site.

ASUS is a leading brand for gaming and consumer notebooks. Most of their regional business in Singapore relied on a network of resellers based in retail stores. Their website offered deep product information but didn't allow ordering.

ASUS wanted a single platform for B2C and B2B eCommerce to encourage reseller commitment while adding D2C sales. They wanted customers to be able to build their dream PCs while streamlining back-office processes to track purchases and distribution.

ASUS chose Magento Commerce for its flexibility to deliver everything on their eCommerce wish list. A configurator lets customers virtually assemble components, place their orders, and get the final product delivered right to their door.

ASUS didn't want to cut resellers out of the action, however, so the new site lets them simplify revenue payments. The Partner Program assigns each reseller an individual product or product line for fulfilling orders. Then, PayPal Parallel Checkout extension automatically splits customer payments, so that each reseller receives the correct percentage of sales for their assigned category.

Since launching in June 2019, ASUS increased revenue 56 percent, with web sessions jumping 32 percent.





Corner the marketplace.

With the success of mega-marketplaces like Amazon and Alibaba, more high-tech companies are considering how they can benefit from participating in marketplaces. Research conducted by WBR Insights of 200+ B2B buyers found that 87 percent are making business purchases via online marketplaces. These are primarily horizontal marketplaces that sell an enormous range of goods.

High-tech organizations are also setting up vertical marketplaces geared for the industry or select products. With a single site to showcase an array of options from various brands, especially those that complement your main product line, you can create an exceptional customer experience that drives significant revenues.

Honeywell GoDirectTrade.com captures \$1 million in sales in 10 weeks.

Phoenix-based Honeywell decided to revolutionize sales of aircraft parts based on their 20 years of aerospace experience. Although the used aircraft parts industry is worth \$4 billion a year, websites mostly look like a knockoff of Craigslist, but without images or prices. Sales are made via phone call, email, or fax, with fewer than 2 percent of transactions completed online.

Honeywell launched the GoDirectTrade.com marketplace to offer a consumer-quality B2B experience. They selected Magento Commerce because they could quickly customize and launch a viable site. Buyers can access images, documentation, and prices for all parts. To participate, sellers need to first digitize their inventory.

In a matter of weeks, a marketplace of individual storefronts was in place. Customers can check out with traditional methods, like purchase orders, or modern payment types, like credit cards. One of the largest storefronts is Honeywell's own Aerospace Trading site, which connects Magento Commerce with SAP's ERP to synchronize orders and inventory.

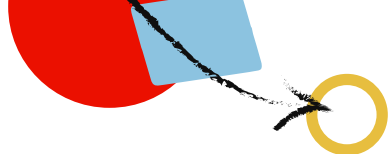
After 10 weeks, Honeywell had more than 2,000 users and \$1 million in sales, with more than \$300 million in inventory.

Mobilize the sale.

Mobile represented 49.2 percent of U.S. retail eCommerce sales in 2020, according to Statista, and is expected to grow to 53.9 percent in 2021. For B2B mobile leaders, the channel drives or influences 42 percent of sales. A large share of high-tech buyers use mobile to browse and gather information, even for complex products. But when it comes time to purchase, they generally move to desktop.

Progressive web apps (PWAs) offer the possibility for a more refined experience. PWAs deliver a browser-based, app-like shopping experience that takes advantage of smartphone capabilities, like geolocation, push notifications, and cameras to capture bar codes and QR codes. PWAs are easy to maintain and update, offer lightning-quick performance, and use the same code for multiple devices, so you can quickly build capabilities that connect across channels.

But your commerce solution must smoothly integrate PWAs with offline and online systems to ensure shoppers will enjoy buying as much as browsing.



Fulfill flexibly.

Since the start of the pandemic, buyers have looked for more contactless ways to receive purchased goods. Offering the popular options below keeps customers coming back thanks to safe and easy access.

Ship from store:

Businesses can spur sales by including inventory from the main warehouse and stores on their commerce sites, while also lowering shipping costs and speeding delivery to customers.

Ship to the store:

Customers get greater convenience and organizations can cut costs by shipping locally and reducing markdowns on unsold goods. That could include BOPIS and a number of “buy online” variants:

- BOPIS (pick up in store) ensures customers get their products quickly, without shipping fees, and businesses gain foot traffic that could lead to more sales.
- BOPAC (pick up at curb) provides greater safety by not requiring customers to enter your store.
- BOPIL (pick up in locker) eliminates issues at customer service counters by allowing pickup from an electronic parcel locker.
- BORIS (return in store) lets buyers avoid the hassle of repackaging items and stopping at a shipping center to return purchases.



Endless aisle:

When customers purchase from global inventory, businesses can fulfill the order from anywhere. You get more sales and customers leave with the products they want.

Extending the high-tech experience to fulfillment helps ensure customers don't abandon their shopping carts when they see long delivery times or high shipping fees. Instead, by providing flexibility, you enable the exceptional and convenient buying experiences that make for happier customers.

HP rolls out online-to-offline experiences to 700 stores throughout Asia-Pacific.

As a leading global manufacturer of personal computers and print devices, HP's eCommerce business touches almost every country on the planet. The challenge is localizing experiences for specific geographies.

HP Asia-Pacific wanted to launch an online-to-offline (O2O) sales effort to increase traffic in their stores—using a single platform covering five regions. Click and collect would let customers buy online and pick up in store, while endless aisle gives in-store customers access to all HP products, in stock or not.

To move forward, HP Asia-Pacific needed an agile eCommerce solution to get to market quickly across multiple geographies and touchpoints, while allowing rapid testing and iteration. A single, flexible Adobe Commerce Cloud instance lets HP control overall elements for stores in different regions and countries, but each

store can offer a unique experience that appeals to customers from their culture.

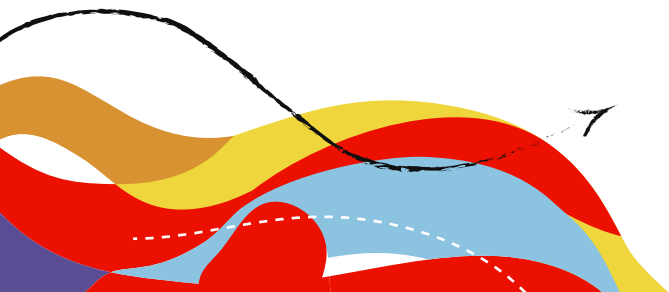
HP tested the solution with a pilot in 23 stores in India. After four months, 26 percent of consumers in New Delhi preferred to pick up their new PC in a local store versus having it delivered, increasing valuable foot traffic and saving on shipping costs. The eCommerce platform will be rolled out to 700 stores.

Following the success in Asia-Pacific, HP is replicating this proven approach to easily spin up web stores across 27 markets worldwide.

Enhance digital with data.

Never forget that your B2B buyers are B2C shoppers for some goods. They want the same superior experiences and compelling capabilities they enjoy as consumers. So they're looking for hybrid commerce—including recommendations as spot on as those from Amazon and Netflix, fast and hyper-relevant search, and automated reordering.

The integration of easy-to-use experience and commerce platforms, along with AI-based recommendations, makes that possible.



TiVo takes just one day to launch a targeted pricing campaign.

TiVo shipped its first digital video recorder decades ago. But now the company is staking a claim in pay TV.

TiVo turned to Adobe Experience Manager to deliver more personalized content and build fluid customer journeys. After recognizing how well the tools would mesh, TiVo chose Adobe Commerce Cloud as their platform. With Commerce Cloud, TiVo can deliver a new, targeted pricing campaign in just one day.

"It's all about speed and customization today," said Ted Malone, VP, Consumer Products and Services. "We want to be able to offer the best customized bundles with various pricing options depending on each individual customer's need."



A flexible digital platform ensures limitless commerce possibilities.

In a recent Amazon shareholder letter, Jeff Bezos said, “One thing I love about customers is that they are divinely discontent. Their expectations are never static—they go up...”

In an industry as competitive as high tech is today, it's critical to shape a unique and engaging brand experience that customers will remember and return to time and again. You can't just meet expectations—you have to be as dynamic as buyers are to stay a step ahead and surprise them at every turn.

You probably won't need all these strategies to consistently exceed expectations. Instead, choose the opportunities that reflect the unique character of your customers and company, whether you create a site where gamers can design their dream machine or mix and match products and price to fit every customer.

You'll need a flexible platform to manage commerce and personalization options and deliver campaigns. With that in place, your business can create exquisite experiences that satisfy even your most “divinely discontent” customers. Ultimately, using eCommerce to increase customer contentment will lead to long-term loyalty and a payoff in profits.





Adobe can help.

Adobe Commerce Cloud, part of the Adobe Experience Cloud, gives you a solution suite for digital transformation. With it, you can execute commerce operations that support personalization and exceptional customer experiences across every channel and touchpoint.

[Get details](#)

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