



ECOMMERCE TRENDS RESHAPING DISTRIBUTION

The way B2B buyers purchase products has changed. Customers expect the convenience of online ordering, while distribution teams need a more efficient way to manage routine requests and orders.

Here is a look at the **trends reshaping distribution** and how a digital storefront can:

- ✓ Save time
- ✓ Reduce manual work
- ✓ Support growth

Buyers want answers where they work

B2B buyers spend their days in warehouses, job sites, offices, facilities, and on the road—not behind a desk. They expect to check inventory, verify account pricing, review product details, and place orders from any device.

62% of B2B buyers now prefer to make their everyday purchases online.



If customers cannot find what they need on your website quickly, they will call a competitor who offers a self-service option.

Your staff needs relief

Your team answers the same routine questions about stock levels, order tracking, and invoice copies countless times a day.



Typing in orders manually takes valuable time away from building profitable relationships.



An online store handles these common requests automatically. This gives your staff back hours each week to focus on complex project quotes and on actual customer service.

Purchasing doesn't stop at 5:00 p.m.

Buyers often research products, prepare orders, and make purchasing decisions outside traditional business hours. When they need information or products quickly, they expect a self-service option that is always available.



Distributors with online stores often see a large share of their orders arrive on weekends or after 5:00 p.m.



A digital storefront acts as your best sales rep. It keeps your business open around the clock, allowing you to capture late-night orders without paying for extra shifts.

Three steps to modernize your operations

You do not need a massive IT team to get started. You can modernize your business with a straightforward approach.

1 Move your catalog online

Start by making your most popular products easy to search, view, and purchase.

2 Connect your core software

Tie your online store directly with your existing ERP system. When a buyer places an order, the data flows right into your system, keeping your pricing and inventory completely accurate.

3 Guide your customers

Show your buyers how easy it is to find what they need online, and watch your phone volume drop.

You deserve a simple way to serve your customers and protect your margins. Let us help you set up an online store that saves time, captures more orders, and makes your workday easier. Schedule a brief chat with our team today to see how we can help.

Ready to streamline your business?

Contact us today to learn more.

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