



Accelerating Success in the Digital Age

YOUR GUIDE TO B2B TRANSFORMATION

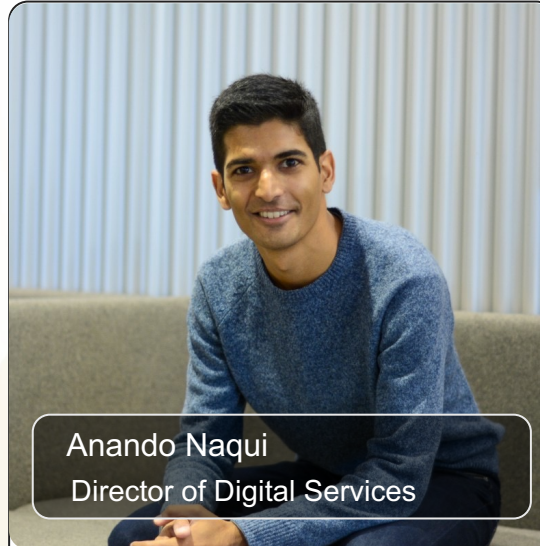
2024 B2B ONLINE CHICAGO

07 MAY 2024



Mike Razzoog
Chief Strategy & Growth Officer

Mike helps clients to adapt business models to the digital future, taking advantage of enabling technologies to achieve growth, reach, and leverage.



Anando Naqui
Director of Digital Services

Anando's expertise lies in bridging the gap between complex digital solutions and strategic business needs, ensuring seamless integration and driving forward innovation.

Our team specializes in end-to-end digital commerce solutions

From seamless platform implementations to strategic business orchestration and intricate data analysis we are committed to empowering businesses to achieve their objectives efficiently and effectively.



Commerce &
Content



Digital
Strategy



Analytics &
Customer Data



Search &
Merch.



Managed
Services



Globalization
& Compliance



Digital Transformation

We are at a digital inflection point...

Most buyers are now digital native and expect a digital-first buying experience that rivals B2C.

EXTERNAL DRIVERS

- Customer Expectations
- Market Agility
- Maintain Relevance
- Competitive Pressure

INTERNAL DRIVERS

- Increase efficiency
- Simplify integration
- Modernize resource skills
- Reduce technical debt

18%

Annual growth rate of B2B Digital Commerce

75%

Buyers that are now digital native

69%

Find that digital product discovery and research is superior to sales representatives

83%

Buyers that prefer ordering online rather than through a sales rep

Sources

- [Gartner Sales Survey Finds 83% of B2B Buyers Prefer Ordering or Paying Through Digital Commerce](#)
- [Pivotal Trends and Predictions In B2B Digital Commerce](#)

Your success is how you define it

INCREASE GROWTH

- Top-line revenue
- Addressable share of wallet
- Margin improvement
- Average Order Value

INCREASE REACH

- Leverage digital first
- Support SMB customers
- Acquire new customers
- Increase purchase frequency

INCREASE LEVERAGE

- Operational efficiency
- Customer self-service
- Customer retention
- Lower cost-to-serve

Digitally savvy organizations experience significantly greater growth, profit and return on investment than digital laggards.

The background features a large, light-yellow star shape centered on a solid yellow background. The star's points are filled with a pattern of fine, parallel diagonal lines. The text 'Digital Maturity' is centered within the star's central area.

Digital Maturity

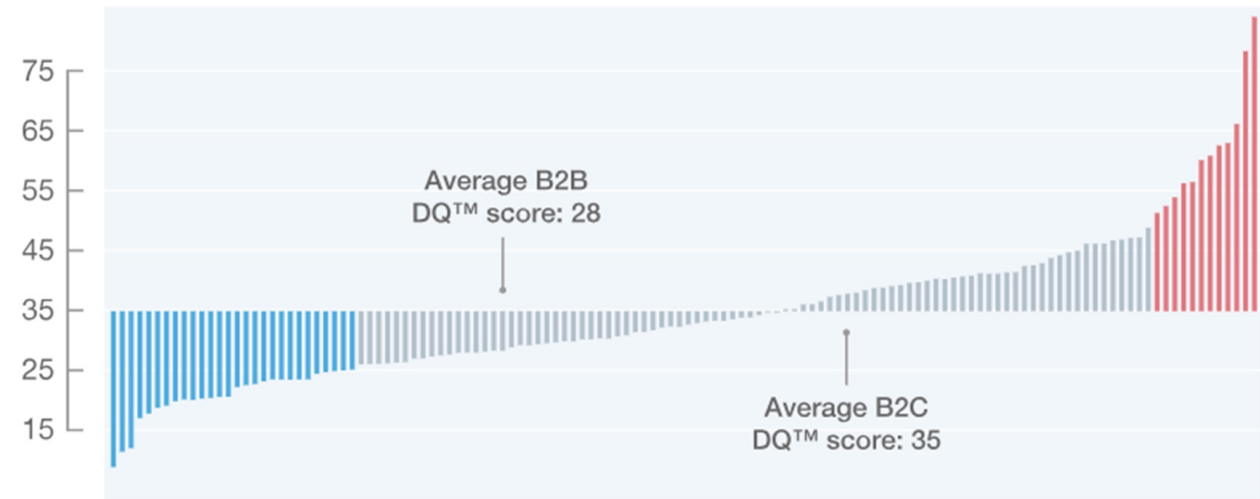
On average, B2C leads the way

Within B2B, there is a great disparity between Digital Leaders and Digital Laggards

B2B companies' overall digital maturity is below B2C.

Distribution of Digital Quotient® (DQ)™ scores, score out of 100

■ Digital laggards¹ ■ Others ■ Digital leaders²



Source: McKinsey Digital Quotient

Some of the hardest challenges have been addressed

ADOPTION

- No longer must be sold on digital...they expect it
- Focus less on customer education and training and more on capability delivery
- Tested strategies to improve internal adoption

ENABLING TECHNOLOGY

- Composable technology solutions
- Easier to do incremental improvements
- Fewer technical impediments / debt
- Easier to integrate systems



Getting There

Follow the playbook of digital
leaders (kind of)

01 DEVELOP A ROADMAP

02 BUILD A BUSINESS FRAMEWORK

03 CREATE A REFERENCE ARCHITECTURE

04 MODERNIZE INCREMENTALLY

A roadmap should be 3 things:

1. Actionable
2. Tactical
3. Achievable

And should consider...

1. Timeframe – 24 months
2. Incremental Value
3. All impacted parts of the business

01 DEVELOP A ROADMAP

02 **BUILD A BUSINESS
FRAMEWORK**

03 CREATE A REFERENCE
ARCHITECTURE

04 MODERNIZE INCREMENTALLY

Build a Business Framework

- Start with the customer journey and business processes
- Identify your key differentiators
- Develop a measurement plan
- Identify opportunities for automation
- Prioritize specific use cases that drive incremental value

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Create a Reference Architecture

- Take an inventory
- Consider composable technologies as a means to an end
- Pair technology with the business case
- Enable a consistent omnichannel customer experience

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Modernize Incrementally

- Faster speed to value
- Strategic approach to budgeting
- Less risk and better adaptation to change
- More flexibility

Value of an Accelerator: Why we built Zocalo

SIMPLIFY MODERNIZATION

- Ability to see the complete picture
- Prebuilt interconnectivity between platforms
- Minimize the need for selection projects

INCREASE SPEED- TO-VALUE

- Pre-composed component platforms
- Pre-defined frameworks minimize risk
- Pay for only what you need and use

IMPLEMENT INCREMENTALLY

- Discretely add high-value use cases
- Replace OR Stand-up alongside legacy solution
- Minimize technical debt repayment



CHALLENGE

Implement a solution that provides value-added capabilities for AmerCareRoyal's customers.

3
Months to Launch

70%
Fewer CSR
Touches

25%
Category Mix
Increase

2x
Faster Returns

“ The platform allows us to replace many existing systems, unify our B2B and B2C solutions and automate order fulfillment processes. This has reduced manual work and allowed us to supercharge our scalability.

JEFF DESANDRE - CIO

Thank you for your time

VISIT US AT BOOTH 305

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