

Contents

1 B2B eCommerce Specification	1
1.1 B2B versus B2C eCommerce	1
1.2 Digital B2B Universe	5
1.3 Types of Suppliers and Sales in B2B eCommerce.....	8
1.4 Types of Customers and Users in B2B eCommerce	11
1.5 Digital Maturity Levels and Barriers in B2B eCommerce	13
1.6 Truth and Fiction in Digital Infrastructure.....	15
2 Basics of B2B eCommerce	19
2.1 Digital Basics of B2B eCommerce	19
2.1.1 Physical Versus Virtual Value Creation	20
2.1.2 Phases of Digitization	24
2.1.3 EDI Versus Industry 4.0 Versus B2B eCommerce.....	26
2.1.4 Platform Economy in B2B eCommerce	29
2.1.5 Growth Factors of the B2B Platform Economy.....	32
2.1.6 Forms of Operation in B2B eCommerce	35
2.2 Business Types of B2B eCommerce	38
2.2.1 Project Business in B2B eCommerce	39
2.2.2 Supplier Business in B2B eCommerce	40
2.2.3 System Business in B2B eCommerce	40
2.2.4 Industrial Goods Business in B2B eCommerce.....	41
2.2.5 Consumer Goods Business in B2B eCommerce	42
2.2.6 Integration Business in B2B eCommerce	43
2.3 Customer Interaction in B2B eCommerce	45
2.3.1 Purchase Phases and Conversion in B2B eCommerce	45
2.3.2 Selling Center Versus Buying Center.....	49
2.3.3 Onsite Versus Offsite Customer Interaction.....	52
2.3.4 Upstream Versus Downstream Customer Interaction	55
2.3.5 Customer Journey in B2B eCommerce	56
2.3.6 Transaction Behavior in B2B eCommerce Using the Example of Domain Sales	59

2.4	Marketing and Sales in B2B eCommerce	60
2.4.1	Marketing Policy and CRM in B2B eCommerce	61
2.4.2	Sales, New Purchases and Repurchases in B2B eCommerce	62
2.4.3	Shop Design and Usability in B2B eCommerce	65
2.4.4	Conversion and Shop Productivity in B2B eCommerce	67
2.4.5	Login, Purchase Completion and Check-Out in B2B eCommerce	70
2.4.6	System Strategy and Shop Selection in B2B eCommerce	72
2.5	Customer Centricity as a Basic Requirement for Online Retailing	82
3	Business Models in B2B eCommerce	91
3.1	Business Models in the B2B Consumer Goods Business	91
3.1.1	The Digital Universe of Consumer Goods Manufacturers	92
3.1.2	B2B eCommerce for Consumer Goods as a Digital Ecosystem	96
3.1.3	Five Conditions for B2B Consumer Goods Transactions	99
3.1.4	Multi-channel Distribution as the Basis of B2B2C Commerce	102
3.1.5	Future B2B eCommerce for Consumer Goods as B2Me	108
3.2	Business Models in the B2B Industrial Goods Business	112
3.2.1	Consumerization in B2B Industrial Goods Business	112
3.2.2	Derivative Demand in B2B Industrial Goods Business	116
3.2.3	Digital Marketing and Brand in B2B Industrial Goods Business	117
3.2.4	Digital Content for Industrial Goods Fairs	119
3.2.5	Future B2B eCommerce for Industrial Goods	122
3.3	Business Models in the B2B Supply Business	124
3.3.1	B2B Supply Pyramid and OEM as Customer	124
3.3.2	B2B Suppliers and Outsourcing	126
3.3.3	Service Providers as Suppliers of Services	127
3.3.4	B2B in Sourcing and eSourcing	129
3.3.5	B2B Customer Acquisition of PLMs	133
3.4	Business Models in the B2B Systems Business	136
3.4.1	B2B Systems Business as Systems Selling	136
3.4.2	Demand-side Connectivity in the B2B Systems Business	137
3.4.3	OEM as A Business Model in the B2B Systems Business	140
3.4.4	Value Factors and Brand Management in the B2B Systems Business	142
3.4.5	Cloud Computing Commerce in B2B Systems Business	143
3.5	Business Models in the B2B Project Business	147
3.5.1	Phase-Related eCommerce in B2B Project Business	148
3.5.2	New Purchasing Requirements in B2B Project Business	150
3.5.3	Pricing Leverage and Value Selling in B2B Project Business	152
3.5.4	Online Configurator and Multi-channeling in B2B Project Business	156
3.5.5	General Contractors and Consortia in B2B Project Business	157
3.6	Integration Business as a Value-Adding Approach in B2B	161

4 Best Practices in B2B eCommerce	163
4.1 Best Practices in the B2B Consumer Goods Business	163
4.2 Best Practices in B2B Industrial Goods Business	166
4.3 Best Practices in B2B Supply Business	168
4.4 Best Practices in B2B Systems Business	170
4.5 Best Practices in B2B Project Business	173
4.6 Best Practices in B2B Integration Business	176
5 Risks in B2B eCommerce	179
5.1 Legal Risks in Online Trading	179
5.1.1 Login and Identification of B2B	179
5.1.2 The General Data Protection Regulation (GDPR)	180
5.2 Business Risks in B2B eCommerce	183
5.2.1 Risk of Lack of Business Planning	183
5.2.2 Lack of Digital Readiness	187
5.3 The Myths of B2B eCommerce	188
References	193