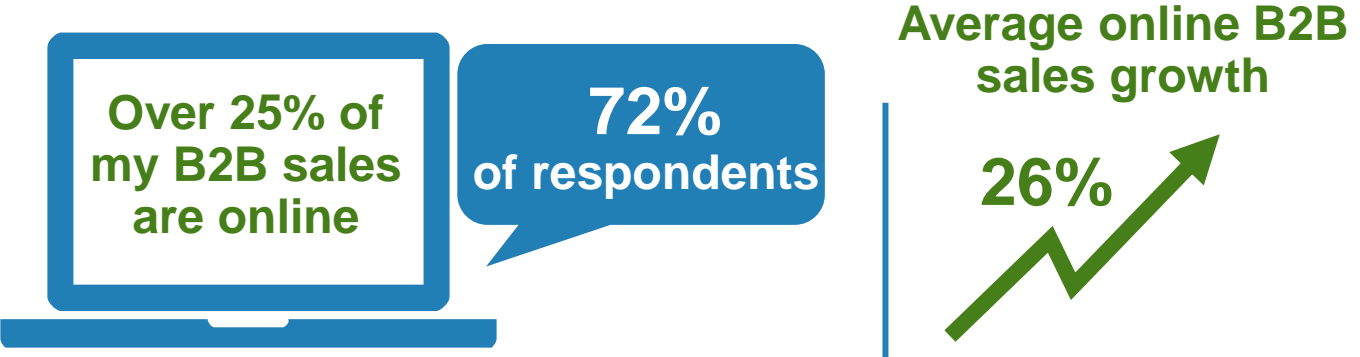


# Midmarket B2B Pros Weather eCommerce Disruption With Integrated SaaS Platforms

Executives realize improved business outcomes with agile and flexible integrated SaaS eCommerce suites.

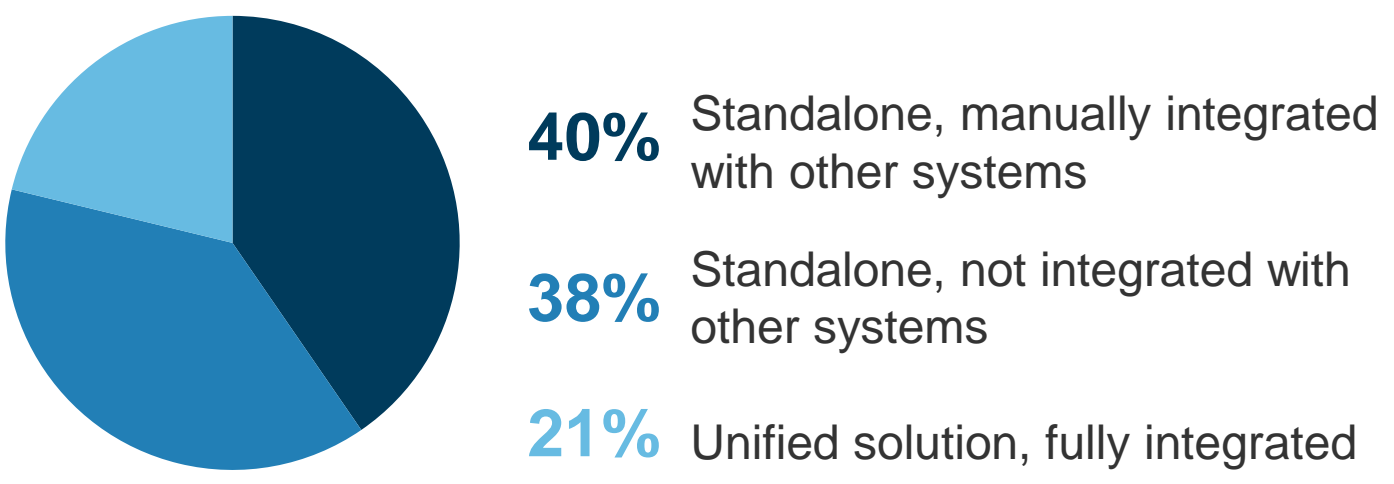
## B2B buyers are shifting to online channels

B2B eCommerce professionals have experienced a spike in B2B online sales as a proportion of overall sales.

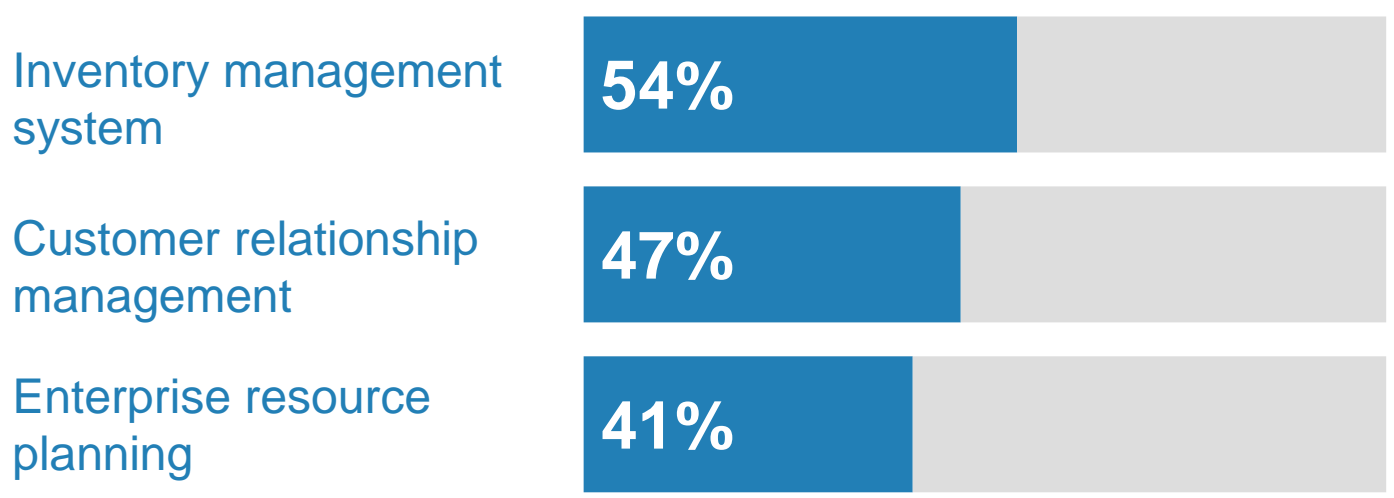


## Midsize B2B eCommerce by the numbers

Most B2B pros are managing standalone solutions, some of which are completely disconnected from other systems.



Which of the following solutions have you manually integrated with your eCommerce system?\*



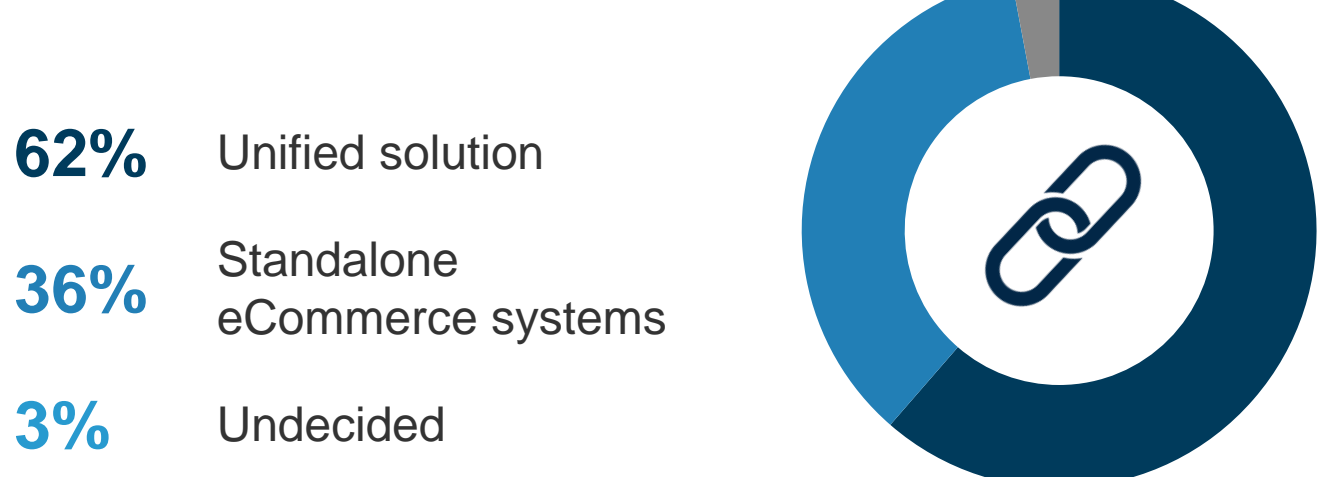
## ERP integrations are “good enough”

27% of B2B eCommerce professionals are “very satisfied” with their ERP integration, which suggests there is room for further improvement.

## Firms meet the challenge with technology

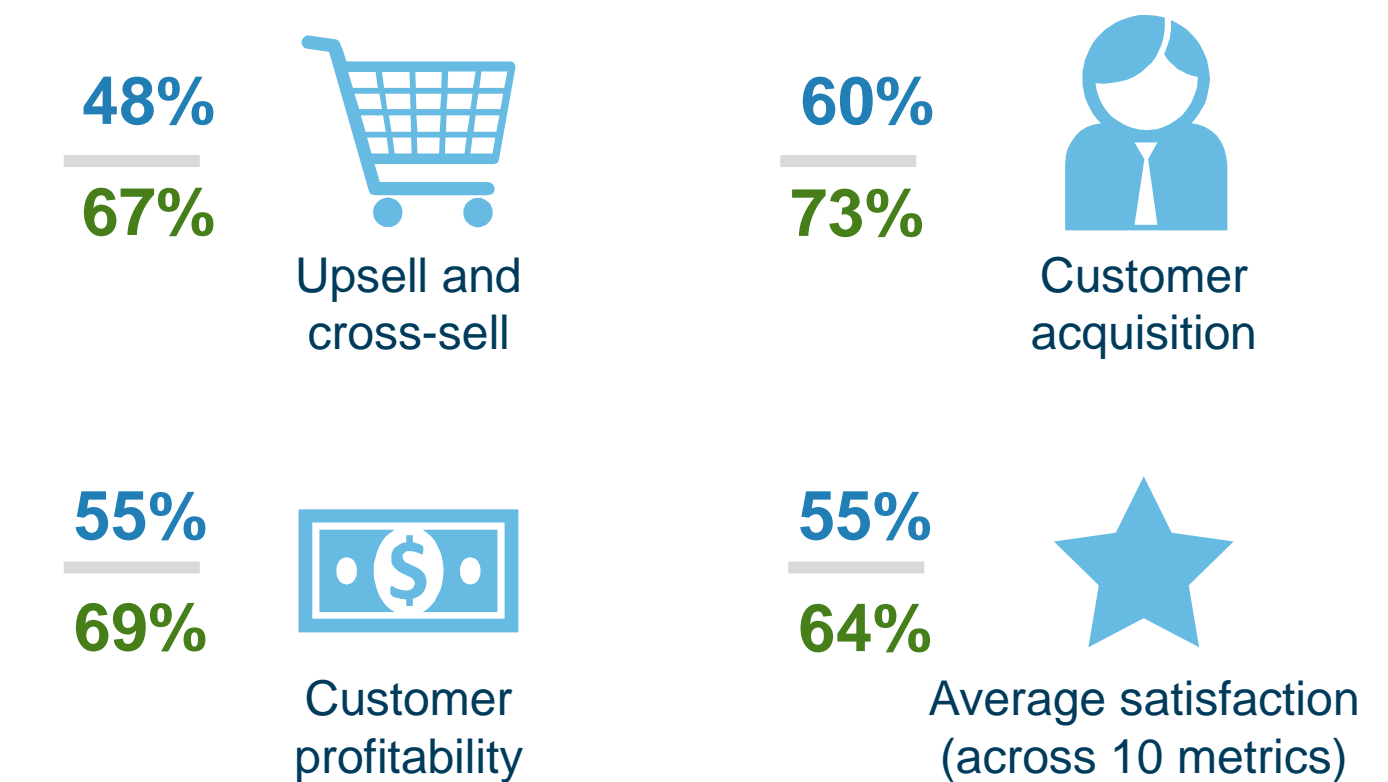
- 59%** have made eCommerce a technology priority for 2016.
- 39%** are in the market for a new eCommerce platform in the next 12 months.
- 66%** chose a cloud-based solution in order to better keep up with innovations.†

Those in the market for a new eCommerce solution are likely to select a unified solution that is integrated with eCommerce and other systems.‡



## A unified eCommerce solution drives seller satisfaction

Sales metrics and satisfaction are more pronounced for unified\$ than for best-of-breed^ eCommerce users:



### Methodology

In this study, Forrester conducted an international online survey with 352 midmarket B2B eCommerce decision-makers, supplemented with three in-depth interviews.

Base: 352, \*142, †167, ‡338, \$75, and ^227 global midmarket B2B eCommerce decision-makers  
 Source: A commissioned study conducted by Forrester Consulting on behalf of NetSuite, June 2016