

What eCommerce Features Are Best For Manufacturing?

Bob Barr, Senior Vice President, Acquity Group



The eCommerce imperative in manufacturing is driving a rush to develop and implement first-class eCommerce technologies capable of providing customers the kinds of online experiences they have come to expect from their favorite B2C brands.

But blindly adding features and capabilities is a recipe for disaster. In addition to incurring unnecessary costs, well-intentioned manufacturers run the risk of creating eCommerce platforms that aren't suited to their customers' needs. As a result, manufacturing brands need to understand which B2C features are most appropriate for firms competing in the B2B digital marketplace.

Evaluating Available Features and Capabilities

Across the industry, manufacturers are considering eCommerce as a cost-effective way to grow their companies. The movement toward eCommerce is fundamentally shifting in the way manufacturers do business, including a transition from a focus on products and channels to a renewed focus on customer needs and preferences.

[\[Continue Reading...\]](#) [1]

What eCommerce Features Are Best For Manufacturing?

Published on Chem.Info (<http://www.chem.info>)

Source URL (retrieved on *01/26/2015 - 8:50pm*):

http://www.chem.info/articles/2013/08/what-ecommerce-features-are-best-manufacturing?qt-most_popular=1

Links:

[1] <http://www.manufacturing.net/articles/2013/06/what-ecommerce-features-are-best-for-manufacturing>