

# Frictionless Ecommerce for Smarter B2B Selling

With the right B2B ecommerce solution, you can improve sales efficiency, reduce costs and scale globally.

Today's business buyers are savvy digital consumers, which creates a huge opportunity for technology vendors who deliver superior online shopping experiences. Seize this moment by leveraging our cloud-based subscription billing and ecommerce platform. Equipped with enhanced CPQ and quote-to-cart functionality, renewal automation and revenue retention tools, it's built to satisfy the unique demands of your business customers.

## *Our Full-Service Approach to B2B Ecommerce*



Enhanced quote-to-cart functionality delivers a one-click purchase experience



Automated renewal processing frees your team to focus on higher-value sales



Localized online and offline payment methods power international growth



Flexible subscription billing supports a higher CLV

## *Accelerate Your Time To Market*



We fully migrated the global online business for Parallels – a leading virtualization company – to our ecommerce platform in just 21 days.

# Client Case Study: Automated Renewals

## Client Challenge

Our client – a leading provider of software and hosted solutions for network and web security, email security and web monitoring for businesses – was relying heavily on its sales team to drive renewals via a manual quote process. This was problematic because it cost our client \$100 internally to generate and process each quote.

## cleverbridge Solution

By rapidly integrating our platform with our client's business systems, we implemented a quote-to-cart process that allows their sales team to process customized price quotes and accept a variety of online and offline payment methods. Our client now generates, issues and processes thousands of quotes (and automates it all) for its business customers every month – without that \$100 per-quote cost eating into profits.

## Key cleverbridge capabilities leveraged:

- CPQ
- Payment Processing (online & offline payment methods)
- Seamless Integration

*Some clients currently leveraging our B2B ecommerce capabilities:*



Ready to learn more about cleverbridge's B2B ecommerce solutions?

Visit [our website](#) or email us at [inquiry@cleverbridge.com](mailto:inquiry@cleverbridge.com)