

Create a seamless buying experience online

The key driver of business

In this digital age, more and more B2B companies are incorporating e-commerce as an additional sales channel to help accelerate sales. E-commerce is the ability to shop and transact online, and a proper e-commerce solution works with ERPs and other back-end business systems to make that happen. E-commerce, also known as digital commerce, opens the doors to potential new customers, offers choices for current customers and helps make a company and its products more accessible and relevant in the online world.

Changing customer needs

Like B2C consumers, B2B customers are also looking for a buying experience that gives them flexibility and functionality to shop for products where they want, when they want. However, B2B buyers differ from consumers in that they also need alternative ordering options and payment methods to make online shopping feasible. That's where CIMM2 comes in. Our CIMM2 product brings everything a company needs to run a successful e-business together into one comprehensive platform that seamlessly integrates with essential back-end systems and data repositories to create a flexible, secure and cost-effective way to deliver a superior e-store experience.

The advantages of CIMM2's commerce tool are far-reaching, especially with benefits like:

Seamless B2B shopping: Creates a consistent, omnichannel experience across all your sales channels

Dynamic order management: Offers speed and efficiency by allowing B2B transactions via product groups

Flexible system integration: Designed to work with a wide range of payment, shipping and ERP systems to meet your business needs

Multi-faceted sales tools: Configure, price and quote (CPQ) functions provide guided selling, solution selling and product bundling

Powerful search and filtering: Gives you the ability to lead buyers to your products

Buyer insights: Tracks buyer behavior in order to help understand customer needs and create personalized shopping experiences

Punchouts: An add-on module that allows customers to place orders directly through their own procurement system. Our Punchouts module integrates with industry-leading procurement platforms like Ariba.

CIMM2 by Unilog is the all-in-one solution that makes commerce easier and more effective so companies can grow sales, reduce costs and provide a great customer experience.



Get in touch

(484) 580-8933 • info@unilogcorp.com • www.unilogcorp.com