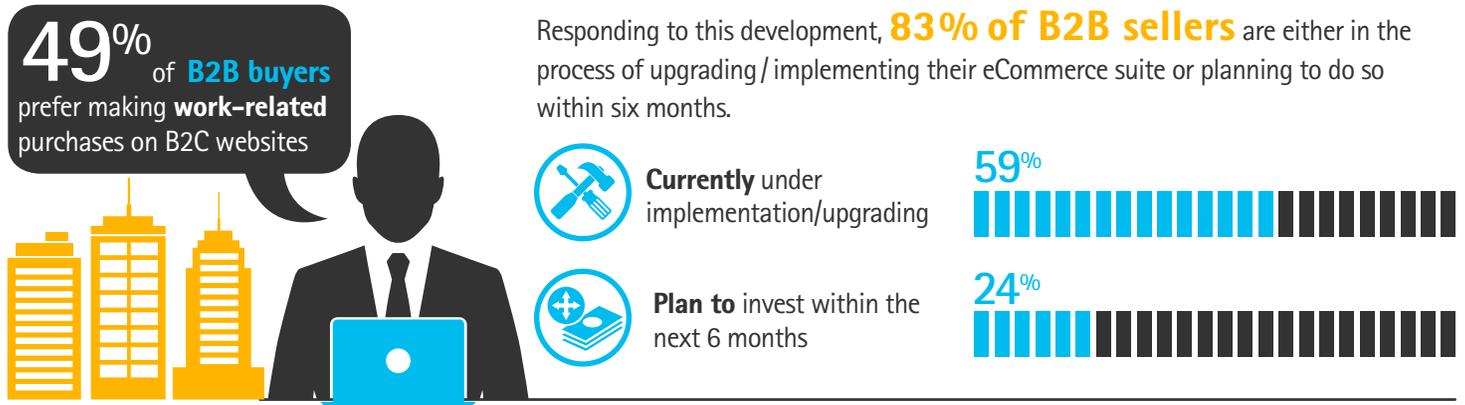


High performance. Delivered.

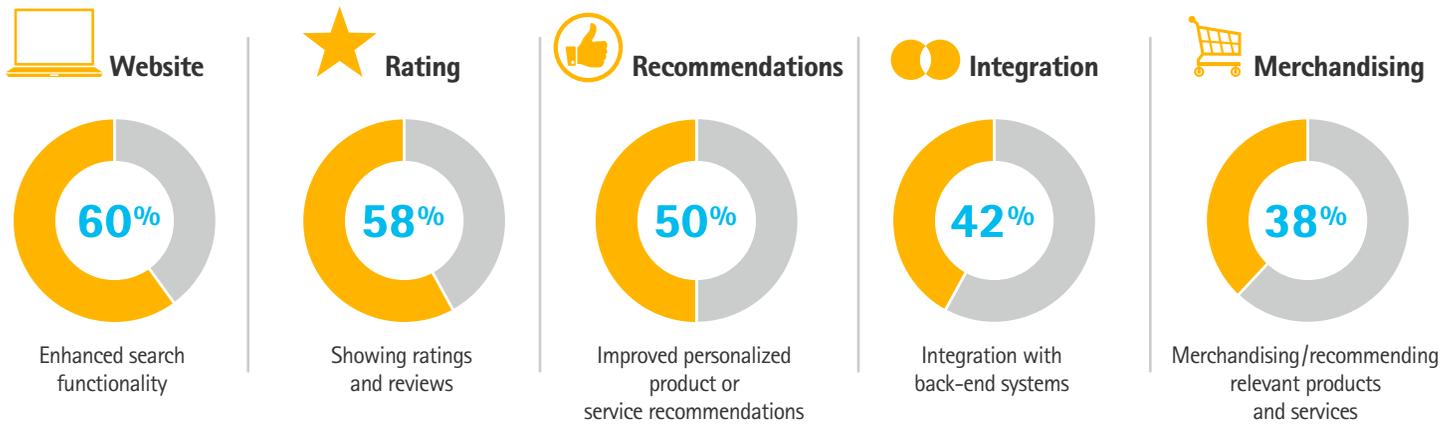
Building the B2B Omni-Channel Commerce Platform of the Future

Driven by consumer online buying experiences, business suppliers are racing to meet buyer demands, according to new research* from Accenture (NYSE: ACN) and hybris software, an SAP company.

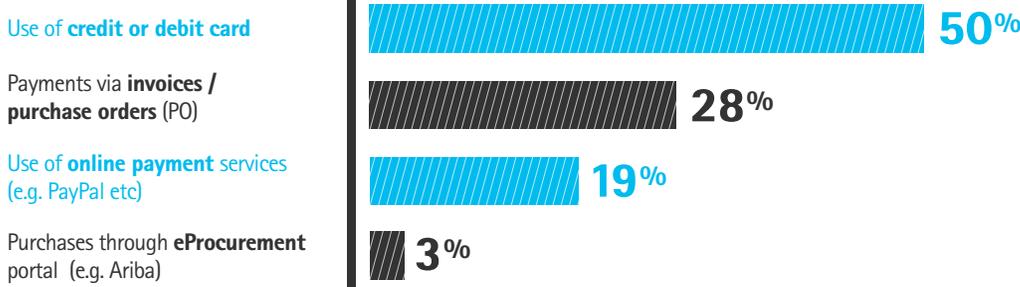
B2B Purchasers Expectations Raised by B2C Experiences



Top features or functions B2B Customers expect:



Additionally, nearly **7 out of 10 B2B buyers** prefer to use direct, instant online forms of payment, such as credit cards or payment systems, rather than purchase orders and invoices.



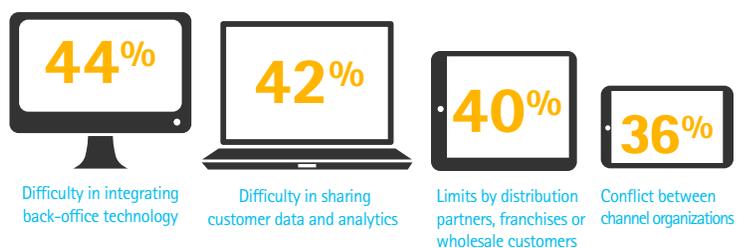
Future Omni-Channel Capabilities

B2B sellers are also looking beyond existing capabilities to the technologies that will drive the future of their businesses.



Omni-Channel Challenges

Most challenges B2B sellers face are related to organization and structure:



These challenges are similar to what companies such as B2C retailers face when trying to implement omni-channel capabilities, as Accenture and hybris found in another research focused on consumer businesses.