



## THE MOBILE COMMERCE LANDSCAPE IN MANUFACTURING & DISTRIBUTION

As manufacturers and distributors invest in B2B eCommerce in greater numbers, mobile commerce is becoming the next big point of differentiation.

According to the 2016 *Manufacturing & Distribution Sales and Technology Report*, **63% of suppliers** with a B2B eCommerce solution in place reported that their customers are also able to place online orders on mobile devices.

Even more interesting, though, are the **specific types of mobile ordering experiences** being offered by manufacturers and distributors.

8%

### Offer ordering on hardware that is not a smartphone or tablet.

An increasingly dying breed, this segment of manufacturers and distributors provides their customers with **custom-built mobile hardware or barcode scanners** to place orders. While these devices may have been considered cutting edge when they were first developed decades ago, they offer a very outdated experience when compared to consumer smartphones and tablets.

75%

### Offer ordering from a mobile website.

The most common online mobile ordering experience in manufacturing and distribution, many B2B organizations offer **access to an ordering portal on a mobile web browser**. Generally, these mobile sites aren't functional offline. As a result, the user experience is subject to interruptions in connectivity, rendering it slow and unreliable.

17%

### Offer ordering on a native mobile application.

A growing segment of manufacturers and distributors are now offering native mobile applications, which are **installed directly on the mobile device**. Because these native mobile apps are built for the device's operating system, they provide fast performance and a high degree of reliability. They are also often functional offline and can directly access other tools and information like your contacts, camera, and external hardware like a Bluetooth scanner.

## THE NATIVE MOBILE OPPORTUNITY

The preference for native mobile applications is widespread—according to *eConsultancy*, 85% of consumers favor apps over mobile websites. Despite this fact, very few manufacturers and distributors have actually invested in native mobile apps for their buyers.

Native mobile ordering is **especially critical in B2B** commerce for the following reasons:



**The ordering workflow.** Many B2B buyers prefer to place orders shelf-side while taking inventory. A native app utilizes the device's camera as a barcode scanner for quick and easy reordering.



**Performance really matters.** When a buyer places an order, your ordering portal needs to be fast, responsive, and fully-functional. Every time.



**Buyers are often without Internet.** Buyers want the convenience of anytime, anywhere ordering. Don't give them a sub-par experience with "anytime they have Internet" ordering.

If you want to find out more about providing a native mobile ordering experience for your buyers, contact Handshake at [info@handshake.com](mailto:info@handshake.com) or 855-532-9044 (+1-646-434-2553 intl).

#### ABOUT HANDSHAKE

Handshake provides the B2B Commerce platform for manufacturers and distributors that powers standout ordering experiences both in-person and online.

