THE E-COMMERCE SUPPLY CHAIN: THREE KEY INSIGHTS

How are e-commerce supply chains evolving? We surveyed 900 decision-makers in B2B and B2C businesses across the globe.

WHAT DID WE FIND?

1. In terms of offerings and execution, B2B has now caught up with B2C

   “The need for accurate information about product availability, shipping and inventory counts will become the single-most strategic element for driving bottom-line success and establishing customer loyalty.”

   ![B2C vs B2B](31% vs 38%)

   ...but 70% of B2C and 60% of B2B companies have still not fully implemented their e-commerce strategy.

2. Customer expectation is the key challenge

   “Same day is king. I need instantaneous satisfaction. That’s the [customer] expectation.”

   Customers base purchasing decisions on how well companies meet their demands. So customer experience is “extremely important.”

   ![B2C vs B2B](57% vs 53%)

3. No single e-commerce distribution method is dominant

   “You need sophisticated and automated solutions and the flexibility to handle volatility. Finding the right balance is the biggest challenge and opportunity that exists.”

   E-commerce fulfillment is complex and most companies use 2+ distribution methods while 47% outsource at least some e-commerce fulfillment to a 3PL. Why?

   - Supply chain expertise
   - Optimization (operational, cost and/or service)
   - Fulfillment services tailored to meet varying customer service requirements
   - Technology innovation and analytics
   - Flexibility in distribution network
   - Effective peak/scalability capacity

   E-commerce requires highly adaptable, agile, responsive and cost-effective supply chains.

   What differentiates winners from losers? Providing outstanding service while driving profits.

FOR FURTHER INFORMATION

Contact our supply chain experts here or visit our website.