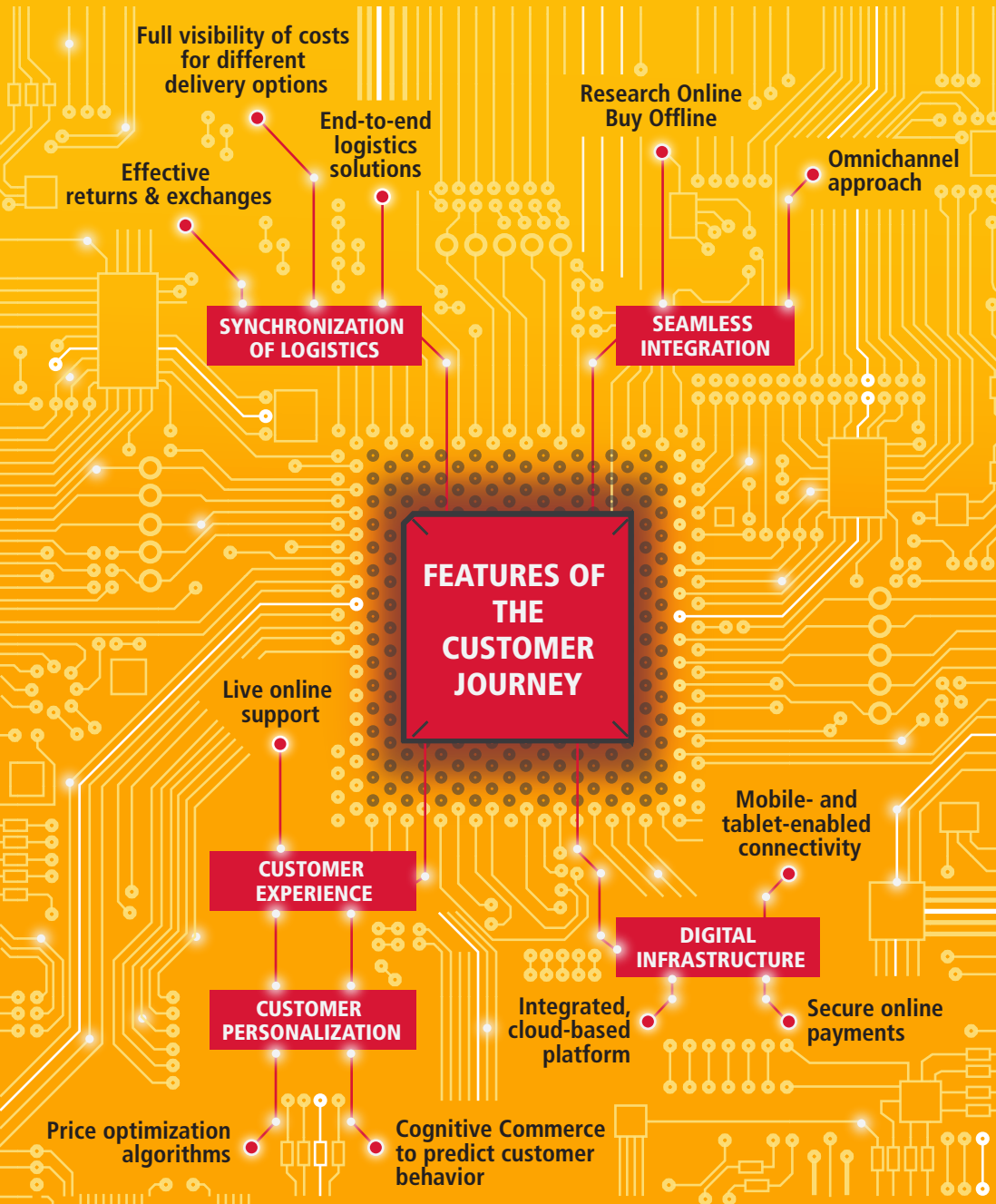


THE NEXT INDUSTRIAL REVOLUTION: HOW E-COMMERCE IS TRANSFORMING B2B



HOW ADVANCED IS YOUR COMPANY IN E-COMMERCE?



NOVICE

- Are in experimental phase with e-commerce
- Still working mainly with legacy systems
- Interest from cross-border customers mostly in form of ad hoc orders, speculative inquiries



INTERMEDIATE

- Provide customer personalization, better customer experience
- Have embraced more features and functions but not fully integrated front & back office systems



INNOVATOR

- Multiple options for delivery
- Have invested in e-commerce platform
- End-to-end integration
- Real-time tracking of shipments
- Machine learning & other new technologies

OVERCOMING BARRIERS TO E-COMMERCE

- Exchange rates & customs
- New employee skill set
- Competing with agile start-ups
- Changing the business mindset

