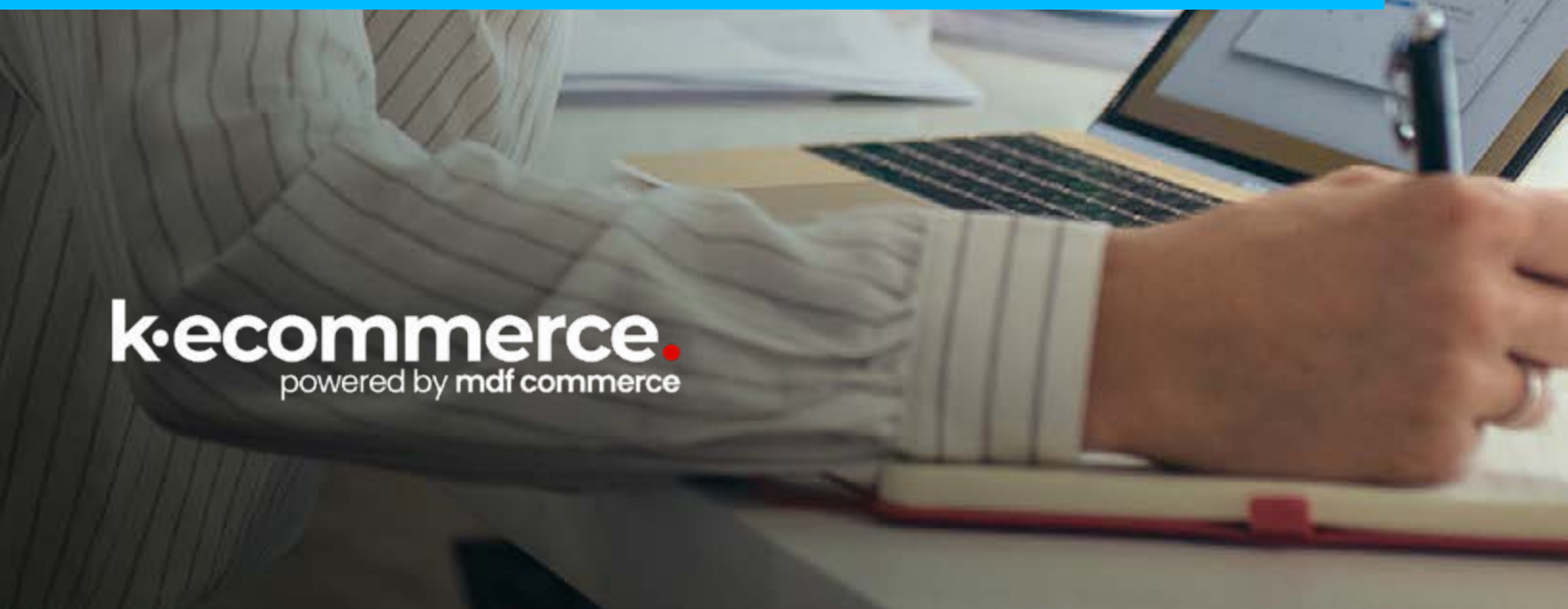




A Quick Guide to Omnichannel Optimization for B2B Businesses:

Bridging the Gap Between your Online Business and Inventory Management

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To build a successful B2B sales platform, you must understand the nuts and bolts of inventory management.

And it's not always easy. Like keeping track of sales and orders — especially if you operate via multiple different channels. Managing your inventories manually across warehouses, suppliers, and distributors is a dizzying task.

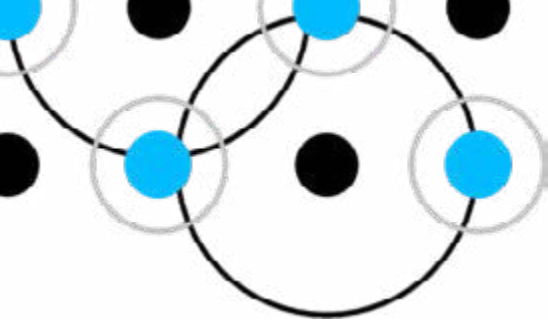
Here's the good news:

There are numerous inventory management strategies for B2B businesses. The omnichannel model is among the most effective.



What is Omnichannel Strategy?

Omnichannel is a marketing approach that creates a cohesive experience for your customers, no matter how they interact with your business. The omnichannel strategy connects several channels (online and offline) for fully integrated business operations.



Using an Omnichannel Strategy for Inventory Management

Omnichannel inventory management helps to accurately [track inventory](#) across all your sales channels. Connectivity is key when it comes to omnichannel for B2B companies and [cloud-based ecommerce platforms](#).

Your [Enterprise Resource Planning](#) (ERP) system is essential for managing your inventory.

An ERP can help you manage important inventory tasks using data that includes:

- Current inventory availability
- Order histories
- Client details
- Inventory in transit

Among the most important aspects of an ERP ecommerce platform is inventory management functionality. You need accurate data about inventory levels, and that's where an ERP eCommerce integration proves helpful. ERP data about stock levels can be shared with your eCommerce platform.

And likewise, data from your ecommerce platform can be automatically shared with your ERP — like new orders and product shipping details. Being able to share data seamlessly between major business systems helps you better understand what to sell and where.

With an omnichannel strategy, you can monitor stock levels to fulfill orders accurately. As a best practice, your company inventory data should be easily accessible to all your business associates to make intelligent decisions.



Integrated Payment Solutions

Customer loyalty is key to [B2B business](#) relationships. Among other benefits, integrated payments help streamline business operations and payment processes. A good omnichannel strategy must involve a seamless checkout experience.

Ultimately, the payment solutions for your business should be flexible and affordable to facilitate a straightforward [checkout process](#).

Final Thoughts:

A Guide to Omnichannel Strategy for Inventory Management

k-commerce is a complete ERP-integrated e-commerce solution for running an online business that is self-served, scalable and automated.

Looking to take your B2B business operations to the next level? [Chat with us](#) today.

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