



Navigating Marketplaces



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Understanding Marketplaces and B2B Trends

>50%

of SMBs plan to increase their procurement spending online in the next year

7x

rate in which the marketplace model is expanding compared to traditional e-commerce

Which is better for your needs: a marketplace or a traditional e-commerce platform? (%)



Customer Expectations are High

BENEFITS

Wide Assortment

One stop shopping, anytime, anywhere

Simplified Purchasing

Simple, easy transactions

Visibility to Inventory

Availability and delivery

Customer Service

Anytime, anywhere

CAPABILITIES

Payment Terms

Manage cash flow

Order Tracking

Ensure arrival when needed

Easy Returns

Understand current spend

Procurement Solutions

Quotes, spend visibility

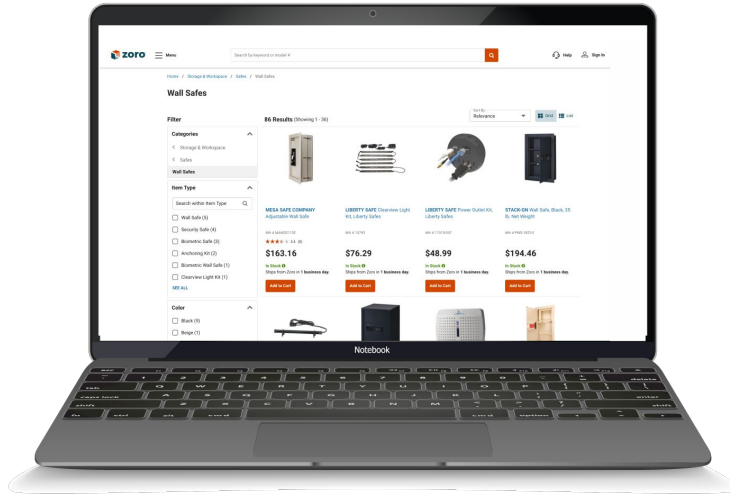


Do You Build or Buy Your Own?

- Align with your business strategy
- Unlock a broader assortment
- Enhance the customer experience
- Make necessary investments in personnel (IT, digital marketing, analytics)
- Meet regulatory & compliance requirements



Do You Partner?



1

Customer Reach

2

Customer and Partner Experience

3

Level of Investment



Here's How the Partnership Works with



We Will Drive Marketing, Selling, and Pricing

- Customer acquisition and retention
- Product authoring and merchandising
- Competitive price setting
- Customer service and returns
- Extension of credit

You Will Own Fulfillment

- Product information
- Inventory management and communication
- Pick-pack in-stock items at DCs
- Ship within 1-3 days



A photograph of a Zoro.com cardboard box on a desk. The box is partially open, showing blue packing paper with the Zoro.com logo. In the foreground, a person's hands are pointing at architectural blueprints spread on the desk. One hand is holding a black pen. The blueprints show various rooms labeled 'BILLIARD RM', 'WINE RM', 'REC RM', 'BATH 4', and 'DORM 5'. The scene is dimly lit, with a dark overlay. Several orange hexagonal shapes are overlaid on the image: a cluster of three on the left, and a larger one on the right.

Questions?