▶ video case

chapter 12   B2B E-commerce: Supply Chain Management and Collaborative Commerce

case 12.2   **Mechan Groep Streamlines with Sana Commerce**

watch the video at   https://www.youtube.com/watch?v=9OhW_vVzfEw

summary   B2B agricultural supplies distributor Mechan Groep needed help to streamline its order processing and after-sales functions. Sana Commerce was the perfect fit. L: 2:10

case   As B2B e-commerce continues to grow, companies are placing more emphasis on upgrading their e-commerce infrastructure, taking many cues from B2C companies in the process. Streamlining their online stores and ensuring that potential customers can make purchases across a variety of channels has become just as important for B2B companies as it is for B2C companies. B2B e-commerce accounted for $6.3 trillion of the total $13.4 trillion in B2B trade in 2017, and B2B e-commerce is expected to increase to around $7.6 trillion by 2021. For B2B e-commerce companies, there's a lot at stake.

Sana Commerce is a B2B e-commerce software company founded in 2008 and headquartered in the Netherlands. Sana provides B2B enterprise multichannel e-commerce, which is integrated with ERP systems. This means that Sana allows its clients to initiate transactions from physical stores, online stores, mobile app stores, telephone sales, or any

continued

other method. A number of companies offer these types of services, but Sana is unique in that it integrates within already installed enterprise resource planning (ERP) systems.

Sana Commerce allows businesses to achieve better customer service, higher sales efficiency, and increased revenue. It's compatible with many major ERP systems, including most versions of Microsoft Dynamics and SAP systems, and its Webshop is installed within that system, as opposed to functioning separately and interfacing with that system externally. This ensures that companies using Sana don't have to make large investments in new ERP systems. Sana uses the pre-existing ERP's business logic and information rather than forcing a complicated integration.

This feature of Sana Commerce appeals to many companies, including Mechan Groep, distributor of agricultural machinery, wholesale goods, and aftersales supplies. Mechan Groep is based in Achterveld, Netherlands, employs 180 people, with clients in both the Netherlands and Belgium. The company earns 180 million euro per year, according to Mechan Groep CFO Rene Schwiete, who is featured in the video.

Mechan Groep's aftersales department uses Sana to better serve the needs of its dealers. Mechan Groep implemented Sana because of its preexisting use of SAP ERP software, and Sana's Webshop worked within its larger SAP systems flawlessly. There are 105 dealers in Mechan Groep's network. These dealers use Sana's Webshop to access Mechan Groep supplies. Dealers can view inventory on a daily basis and select the urgency with which they need supplies. Mechan Groep's custom Webshop offers over 700,000 items to Mechan Groep's dealers.

video case questions

1. How does Mechan Groep staff fulfill each order as it comes in on Sana Webshop?

2. What type of clients does Mechan Groep serve? Why is the speed of Sana Webshop important?

3. What types of B2B e-commerce companies is Sana best suited for?