



**FUEL YOUR B2B GROWTH  
WITH MOBIECOM**



**Zobrist**  
Software  
Group, Inc.

# COMMON B2B ECOMMERCE CHALLENGES

01

## NO DIGITAL CHANNEL

Without a website, you lack the ability to compete in the digital space. This means the loss of business to competitors, loss of livelihood for the sales reps who rely on commission, and eventually loss of staff. Worst of all, you face a serious loss in revenue.



## POOR USER EXPERIENCE

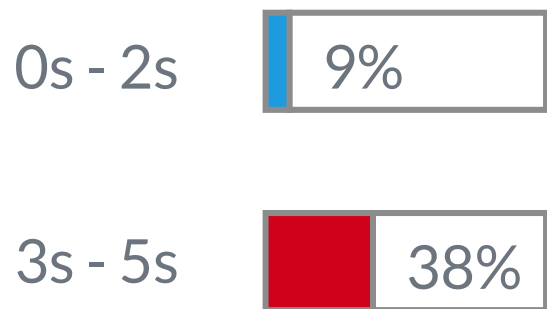


Yes (12%)  
No (88%)

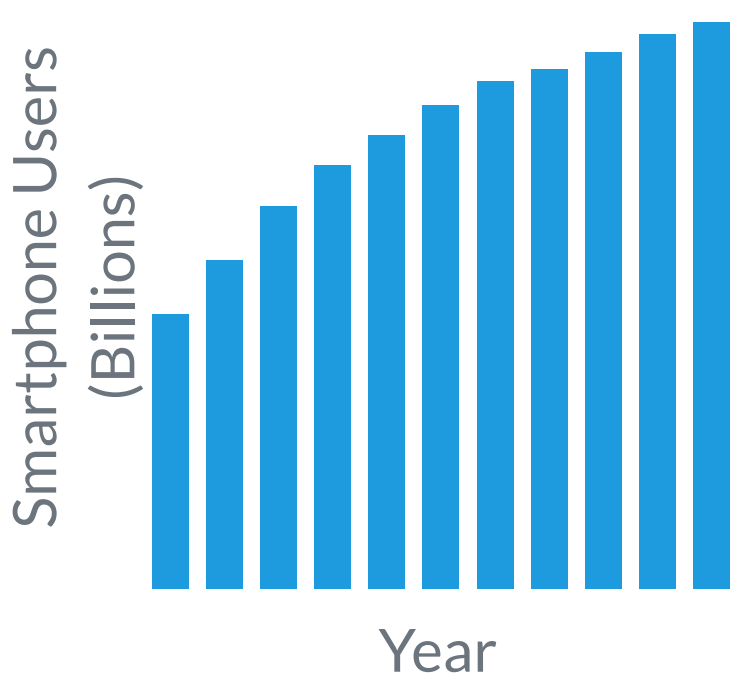
Providing a seamless online experience is a must for all B2B companies. Studies show that 64-88% of users are less likely to return to a website after a bad user experience.

## SLOW LOADING TIMES

Customers don't like to wait. UI storefronts that load within two seconds have an average bounce rate of 9%. Google actively penalizes a site if a web page's content doesn't load within 2.5 seconds.



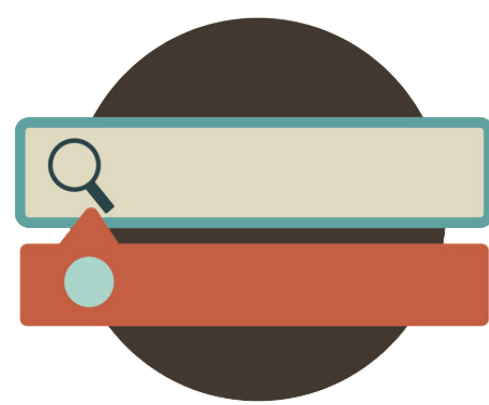
## MOBILE UNFRIENDLINESS WILL COST YOU



Research shows that smartphone users across the world are expected to exceed 3 billion in 2021 and 92% of mobile phone users are accessing the internet via their mobile device. Are you ready for business?

## POOR SEARCH FUNCTIONALITY

Not only should your website be easy to navigate, but it should also provide smart internal search functionality. Up to 30% of visitors choose to use a site search box if one is offered. If they land on your site but can't effectively search it, that's an easy conversion loss.



## INEFFECTIVE SEO



Ignoring SEO? Research shows that 61% of marketers believe that SEO on a UI storefront is the key to online success. Why then are so many B2B companies relying on outdated websites to drive revenue? You can't build a site and forget about it!



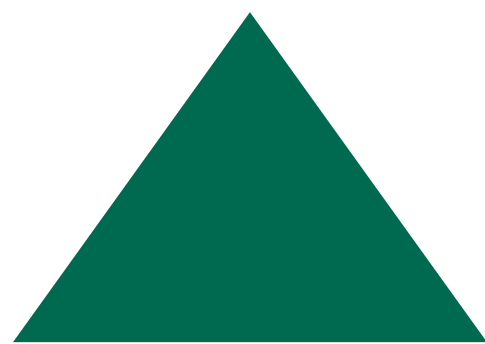
# MISSED OPPORTUNITIES HURT THE BOTTOM LINE

02

The numbers don't lie: B2B business has moved online. In 2021, only 6% of B2B buyers do not use online marketplaces and 75% of B2B procurement spending will happen online within the next five years.

What does all of this mean for B2B companies looking to survive in the new digital landscape? It means lost market share to competitors, poor employee retention as sales reps lose the ability to compete, and missed growth opportunities. Ultimately, an ineffective UI storefront means revenue suffers.

## B2B IS BIG BUSINESS



**\$1.8T**  
by 2023

## POOR UX AND SLOW SPEED CAN RUIN YOUR BRAND

**88%**

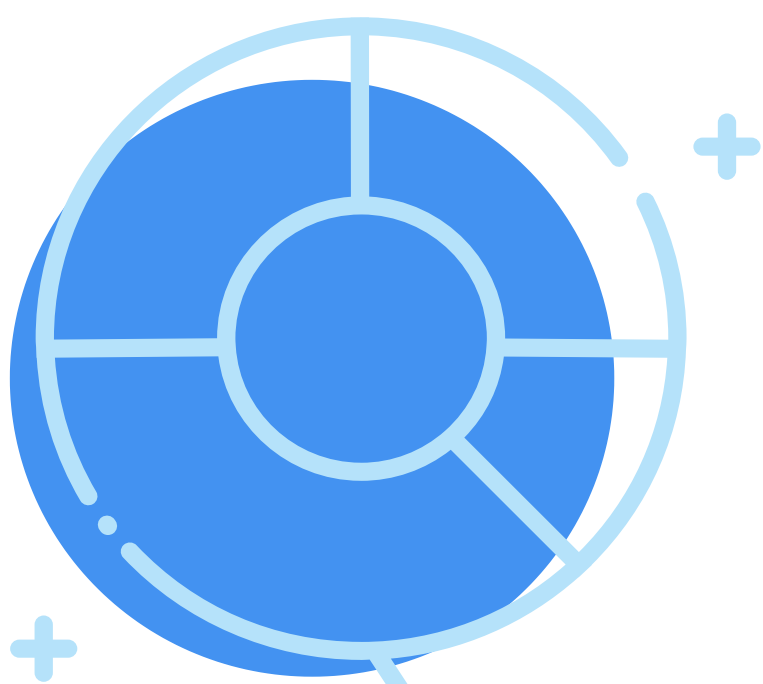
of users will **NOT**  
return

## WHY MOBILE-FRIENDLY

**3,000,000,000**

Smartphone users in 2021

## B2B BUYERS PREFERENCE



92% of users  
research the  
web

## B2B BUYERS HAVE MOVED ONLINE



## B2B PROCUREMENT ON THE WEB

**75%**

procurement  
online.

# 03

# WHY

# MOBIECOM

## Turn-key B2B

A pre-built solution with a 6-week delivery is a winning go-to-market strategy

## Best User Experience Delivered

B2B buyers will be delighted with simple site navigation, dynamic catalog, personalization, and recommendations tailored to their preferences.

## Fast-loading time

An impressive 2-second loading speed per page guarantees higher conversion rate and longer customer engagement

## Mobile-first design

A single code base with a mobile-first design. Accessible on any device.

## Integrated Search Engine

Elastic Search, integrated into the website, helps customers explore and easily discover your products, improving their overall user experience.

## SEO Optimized

Update your site with SEO-driven keywords and fresh content to rank high in organic search



6 Weeks to Launch

### WEEK

1

## GAP ANALYSIS

A gap analysis defines the current state of your business and helps determine how to bridge the gap to the future state using our pre-built B2B store Mobiecom.

2

## UI REVIEW & SITE PLANNING

Review UI and plan a detailed integration with back-end systems for seamless end-to-end information flow throughout your system.

3-4

## ONBOARDING

Once we have a plan in place, our designers get to work onboarding your company to Mobiecom. This step involves front-end styling and back-end integration via APIs.

5-6

## TESTING & LAUNCH

Our rigorous testing process includes Functional Testing, System Integration Testing, and User Acceptance Testing to ensure we meet your expectations. In addition, mobile devices and speed testing are also included.





## Oral Care

When the pandemic hit and remote support and selling became a priority, 3m Oral Care-a division of 3M Healthcare-needed a quick and easy solution to bring their 10-year-old website up to date. Using the Mobiecom platform, 3M was able to revamp and enhance their visual brand identity as well as streamline their internal search functionality to return results from both their shopping and corporate market catalogs. The results are impressive with 30% speed improvement on Home Page, Product Listing Page and Product Detail Page, and 15-20% overall improvement on the rest of the website, enabling a worldwide launch of shoportho.3m.com.



Founded in 1946, the Bishop Company-a leading distributor of top-quality tools and equipment for professional arborists and landscapers-originally launched their eCommerce site in 2001. Faced with an ever more competitive online environment, the Bishop company implemented Mobiecom to get a mobile responsive site and immediately noticed a dramatic increase in sales as well as a shift in buying patterns.

The benefits are immediate! With 173% ROI, an increase of 1,206% in mobile users, and an outstanding conversion rate of 3.86%, the Bishop company is delighted. "Our buyers' shopping patterns have changed. Our buyers are typically arborists, landscape designers, and gardeners so they are constantly out in the field. Before our site was mobile optimized, many had to wait until the evening to shop. Now we're seeing purchases made during the daytime, right from their mobile devices." -Keith McCormick, President, The Bishop Company.





# Zobrist Software Group, Inc.

# 05

Zobrist Software Group, Inc. is an award-winning eCommerce solution provider for B2B and B2C companies. We help companies grow their business by delivering a proven and effective digital channel to transact with consumers and other companies seamlessly. The benefit we bring to customers is the ability to provide an end-to-end solution including mobile-first design, user experience, secure payments, ERP, and fulfillment centers integration. We deliver high-quality applications on time and on budget.



## ABOUT OUR PARTNERS

Red Hat is the world's leading provider of enterprise open source software solutions, using a community powered approach to deliver reliable and high performing Linux, hybrid cloud, container, and Kubernetes technologies. Red Hat helps customers develop cloud-native applications, integrate existing and new IT applications, and automate and manage complex environments. A trusted adviser to the Fortune 500, Red Hat provides award winning support, training, and consulting services that bring the benefits of open innovation to any industry. Red Hat is a connective hub in a global network of enterprises, partners, and communities, helping organizations grow, transform, and prepare for the digital future.

Red Hat OpenShift is the leading enterprise Kubernetes platform; a security-focused, consistent foundation to deliver applications anywhere, in the cloud or in the datacenter. With Red Hat OpenShift, innovators can focus on what matters, stay competitive, and outpace continually rising customer expectations. OpenShift benefits applications with container-based portability and scalability.

