



## STAY AHEAD OF **B2B Customer Demand**

B2B Customers don't view your business as having separate channels. They expect a one-to-one buying experience across all channels, from interactions with sales reps, to brick & mortar locations, to the job site—all through an intuitive online channel.

With ROC, you're in the driver's seat. The enterprise B2B solution makes it simple to support access to specific customer account information such as contracted pricing, order status, invoice history, and more.

### **ROC is:**

- **Powerful, secure and scalable**

**Rest easily at night.** No matter how much traffic you get, the ROC system is designed to keep you up and running. Our sites have handled over a billion transactions in the past year, even staying live while customers ran Super Bowl ads directing traffic to their website.

- **Resource Friendly**

**Manage with ease.** A consistent experience across the back-end systems makes it easy for your business team to manage the store without IT involvement. Save time with proven capabilities such as PIM, the Order Management System and SEO Features.

- **Flexible**

**Future-proof your investment.** The ROC platform allows you to expand and change the offering as needed. It can be configured to meet your specific needs. Whether you need an all-inclusive solution or already have systems in place for your operational processes, ROC modules can be implemented to meet your business requirements.

- **Intuitive**

**In every 'B' there is a 'C'.** Your customers buy online as B2C consumers every day. ROC delivers the intuitive experience that your customers expect, with the B2B functionality that they need to choose your online channel first.

- **Tailored**

**Segment the customer experience.** Meet the needs of your customers. Show customers only the relevant products and information for their specific account and branch location. Make it quick and easy for your customers to reorder or buy products for their specific jobs and projects from tailored product groups.

## Grow at your own pace:

We understand everyone has legacy systems. You can choose to completely re-platform and utilize the entire ROC platform or start with the legacy system of your choice and grow at your own pace and schedule.

### Omni-channel Commerce

- Integrate ROC with your existing data sources and ERP system
- Take advantage of modern functionality to drive a rich customer experience across all channels and devices

### Product Information Management (PIM)

- Introduce ROC's PIM to an existing e-commerce system and ingest content from all your legacy systems
- Centralize product content management to achieve one version of the truth across your multiple sales channels
- Reduce data maintenance and increase content visibility across departments

### Content Management System (CMS)

- Allow ROC to power web content across your sites
- Drive SEO strategies and be nimble with content updates
- Intuitive drag-and-drop interface makes it easy for anyone to update the website

### ROC—a New-Generation Omni-channel Commerce Solution That Drives a First-Class B2B Customer Experience

## ROC Powers Your B2B Online Channel

The B2B sales process is complex, at ROC Commerce we understand your business needs and first seek to establish a foundation, then execute and expand the right solutions to entice and engage your B2B customers. Here are the key B2B modular features of ROC:

### Streamlined Buying

Convert orders faster with a variety of B2B buying options

- Pre-configured product groups—saved carts
- Punch-out integrations
- Quick order/reorder pad
- Real time inventory
- Responsive mobile design to support all user devices

### Integrations

Integrate with virtually any existing systems, software and data sources, including:

- ERP
- Shipping & tax software
- Payment processing
- Security & privacy services
- POS
- Vendor stock availability
- Other third party solutions

### Product Information Management

Managing product information has never been easier

- Images, descriptions, attributes, documents, etc.
- Pre-built data management workflows
- Bulk editing and uploads
- Third party database integrations
- Data quality management

### Order Management

From purchase to fulfillment, your team has visibility and full end-to-end control of the order management cycle

- Shipping, returns and fulfillment
- Enter tracking numbers and provide shipping notifications
- Order error safeguards
- Order confirmation features

### Cutting-Edge Site Search and Navigation

Show customers the right products at the right time throughout the buying experience.

- Unified customer experience across search and browse
- Auto suggest SKUs, search terms and product categories
- Match partial SKU or MFG part # searches
- Auto correct for mis-spellings and industry specific synonyms
- Display products based on margin of sale, regional vendors and customer tendencies
- Customer part # searching
- Filterable attributes

### Future-proof your investment

ROC is architected with extensibility in mind.

- ROC can be extended with new functions, features, and third party solutions without affecting the data flow and original source code.
- API's allow for seamless communication
- Rest easy knowing that partners and customers can extend functionality for future needs

### Shipping & Payment

Give your customers the freedom to ship and pay however they want online

- Integrated real-time shipping rates from UPS, FedEx and more
- Optional flat-rate, table, rate or zone shipping rates
- International shipping
- Seamless integration with PayPal and Google Checkout
- Freight calculator
- Will-call
- Buy online, pickup at warehouse

### Marketing Tools

Give your customers what they want: a simple, fast, and personalized buying experience

- Advanced rule for concurrent promotions
- Auto-populating referral links
- Site-wide and member specific promotions
- Personalized recommendations
- Account specific promotions

### Analytics

In-depth data and robust analytics equip you to make data-driven decisions and support your customers

- Search, sort and export data
- Sales Report
- Tax Report
- Abandoned Shopping Cart Report
- Promotions Report
- Product data quality report

### Business User Tools

Allow business users to manage the entire web experience without IT involvement

- Admin tools to allow different levels of user access
- Allow sales and CSR's to purchase, quote, or reorder on the customer's behalf
- Marketers can create and promote events, products, and more
- Multi-Language/Multi-Country

**Take the next step** Schedule a free demonstration today.

Visit us at [www.roccommerce.com](http://www.roccommerce.com) | Email us at [sales@roccommerce.com](mailto:sales@roccommerce.com)