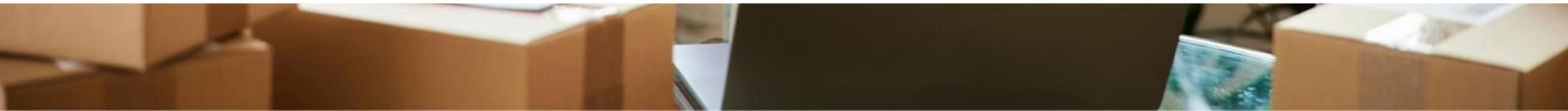**About eComchain**

Increasing Sales channels and revenue using B2B2C Commerce platform

eCom ⚭ chain
Connecting Businesses to Consumers Online

What
do we do

B2B2C
eCommerce

Today's B2B ecommerce landscape

- Archaic platforms that prevent collaboration
- Fragmented distribution chain
- Digital commerce is here to stay and growing

What we do

- eComchain enables businesses leverage B2B process flows and provide a B2B2C solution to connect manufacturers with distributors and the end consumers with a cohesive branded experience
- eComchain is pre-integrated with Oracle E-Business Suite, SAP, JD Edwards, Microsoft Dynamics, Odoo, Zoho, Acumatica providing a 1-stop-shop for digital experience
- Leads and Opportunities captured in the CRM application of choice (Eg. Salesforce, Oracle Sales Cloud).
- Leverage investment on PIM platforms such as Salsify, PIM Core or platform of choice.

**Who
we are**

Why
eComchain ?

How it all began

- Our roots go back to 2001 when Sandeep Kuttiyatur founded iBiz Software to launch 300+
  B2B and B2C sites for such companies as: Starbucks, TempurPedic,TaylorMade and many such enterprises.

- In 2015 Sandeep saw a void in the market and created eComchain to address the need
- Today, over 100 B2B and B2C eComchain customers worldwide
- More than 10 Enterprise level B2B on-boarded with 3000+ dealer
- 2018 Honorable mention on Gartner Magic Quadrant in the Digital Commerce space, with the only eCommerce platform with a 4.7/5 rating as per Gartner Peer Insights.
- Awarded High Performing eCommerce platform by G2Crowd

Unique Value
Proposition

- Unique synergistic combination of B2B and B2C ecommerce stores into a cutting edge "must have" feature rich and scalable ecommerce store for organizations with multi-tiered and/or branded distribution (from simple to the largest) that want to increase sales revenues and reduce costs.
- eComchain's USP is it pre-integrated approach for Oracle, SAP, JD Edwards, MS Dynamics, Zoho, Odoo, Acumatica and many such ERP applications, wherein the business can easily propagate the customer and order information to the backend ERP applications.
- eComchain's exclusive flexible B2B2C ecommerce model expands an organization's sales reach with unique customer data to develop and qualify sales leads.
- eComchain provides tools related to predictive analysis with intuitive graphs, email campaigns, loyalty programs, wish lists, and promotional programs to turn prospects into customers and expand existing customer sales.

Unique Value
Proposition

- Pre-integrated with more than 24 payment processors and gateways around the globe.
- eComchain also provides the latest features customers demand to enhance their eCommerce experience and increase the likelihood of placing an order using Visual Suite of tools for Augmented reality, 3D models, Visual Product Search and Personalization of products on an eCommerce storefront.
- Our typical customer usually increase sales by 100% while saving up to 50% of their operational costs in less than a year. Customers typically realize a rapid ROI within months.
- The only eCommerce platform that's SOC2 Type 2 compliant.

Value Added eCommerce platform
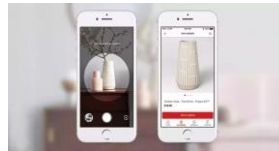## A 1-stop-shop model

OOB ERP, CRM, PIM Integration

Pre-integrated with Payment Processors integration

Product Personalization

Visual Product Search

Augmented Reality

Rendering 3D Models

Features-Benefits
B2B2C – why you want to link B2B and B2C

Key Factors to Maintaining and Growing Your Distributors:
- Save your distributor time by providing a B2B portal to buy from and a B2C platform to sell.
- Boost your distributors' operational effectiveness – e.g. drop ship features.
- Drive your distributors' revenues, by leveraging feature functionality with specialized brand sites.
- Help your distributors cultivate customer relationships, by leveraging AI tools such as chatbots.
- Pump up branding, reach, reputation of your distributors, by leveraging the manufacturers.

Sales – Costs - ROI
Increase sales and reduce costs

- ROI in less than one year
- Lowest TCO and Increased online sale
- Reduce operational costs and improve business efficiencies
- Leverage technology investment– extending B2B to B2C storefronts

Consulting
Services

eComchain's strategic Consulting Services provide the following services to assist an organization's Digital Roadmap

- Customized solutions, built around eComchain, providing seamless integrations between various technologies and various 3rd party applications including payment gateways, shipping / fulfillment & tax solutions and ERP applications.

- Flexible consulting model as per customer requirements.
- Comprehensive follow-the-sun consulting services & support model.
- Functional and Technical expertise around myriad of technologies.
- Use Agile and Waterfall methodologies during implementation.
- Consulting services include planning, benchmarking and architecting solutions based on customer's requirements and technologies involved.

Technology & Verticals

Technology
eComchain

Underlying Technologies

- SaaS – offers speed and lower costs
- Hosted on AWS & Azure with 99.9% uptime, secure and reliable.
- Open source - MEAN stack (Mongo, Express, Node and Angular JS) technology –simple and easy to integrate with many other technologies.
- Pre-Integrated with Oracle E-Business Suite, Oracle JD Edwards, SAP ERP, MS Dynamics, Odoo, Zoho, Acumatica, thus leveraging ERP data, improving operational efficiencies.
- Integration to more than a dozen Payment processors & gateways with heavy emphasis on PCI compliance (exclusive partner of Card Connect, Braintree, WePay etc.).
- Microservices and Marketplace solutions available as extensions for the product base.
- With mircoservices technologies integration to 3rd party applications such as SiteCore Content Cloud and Engagement Cloud, Product Information Management systems such as Salsify & PIMCore is simple, easy and cost–effective.

Verticals Supported
... but not limited to

- ❏ Retail
- ❏ Manufacturing
- ❏ Distributors
- ❏ Consumer Products
- ❏ Technology
- ❏ Agriculture

- ❏ Security
- ❏ Defense
- ❏ Food & Beverages
- ❏ Aviation
- ❏ Communications
- ❏ Insurance (Life, Health & Auto)

Future

Innovating and developing new functionalities in an ever changing Digital Commerce space

❖ **Roadmap with new features & functionalities for 2022-23.**

- Provide an option to bundle kits
- CSR Agent should be able to send payment link to a customer to make a payment.
- Provide a map of Dealer locations on the storefront.
- Add Tax Exempt feature at the Customer Level.
- Implement Partial refunds.
- Provide Cross sell capabilities on the Search functionality.
- Integrate with applications newer cloud-based applications improving digital experience
- Geolocation based Landing page and Catalog displaying the currency and language based on the location.
- Be able to display specific banners and message during particular days of the week or times of the day.

Competitors

General information	Intershop	Hybris	Oracle Commerce	Demandware	eComchain
Turnover to consider the solution	> $ 5 million	> $ 5 million	> $ 10 million	> $ 10 million	**No Minimums**
Current market settlement	Tier 1 - 2	Tier 2	Tier 1	Tier 1	**Tier 1**
Profile (B:Brand, R:Retailer, P:Pure player, D:Department store, Pv:Private sales, B2B) 5	B,D,R,B2B,Pv	B,D,R,B2B	B,D,R,P,Pv	B,D,R,B2B	**B,D,R,P,B2B2C**
Opensource	No, Java	No, Java	No, Java	No, Java	**Yes, MEAN Stack**
Emphasis	Experience	PIM	Cross Commerce	CMS	**Cloud-based functionalities**
Highlights	Scalability	Cross canal	CMS	Community	**Scalability & Community**

16

Competitors

General information	Intershop	Hybris	Oracle Commerce	Demandware	eComchain
Domain / Area of Expertise	B2B	Accelerators	B2B / B2C	Modularity	**B2B, B2C, B2B2C**
We are impressed by	The code generator	The momentum	Architecture	CMS	**Cloud-based functionalities**
We are skeptical about	Lack of market awareness	Fairly new to the US market	Market reach and performance	Scalability	**N/A**
Min budget implement the site with integration to ERP applications (Oracle, SAP, JD Edwards, MS Dynamics etc)	125,000 USD + 100K > Annual fee	300,000 USD + 100K > Annual fee	500,000 USD + 100K > Annual fee	500,000 USD + 2% on Annual Online Sales	**320K-440K USD + 4K-10K USD / month with Upsell Revenue option**

References & The Team

B2B2C
eCommerce

"eComchain perfectly fits our model of B2B2C that we plan to implement, given that we have over 1000 dealers or distributors around the country. With this unique B2B2C platform offered by eComchain, we were able to invite our dealers to set up their own B2C branded sites, which increased our sales channels and revenue."

"Excellent to work with. Delivers enhancements in a timely manner. Feature-rich platform for B2B"

"Realized Quick ROI using the unique features offered"

The Core Team

Sandeep Kuttiyatur
FOUNDER

Instrumental in implementing 200+ eCommerce B2B + B2C sites including Starbucks, Taylormade, TempurPedic and many such marque organizations. Holds a Masters degree in Computer Science with a Bachelors in Electrical Engineering.

Robert Hayes
BUSINESS DEVELOPMENT DIRECTOR

Proven track record of increasing sales and profits for 35+ years with leading companies: JCPenney, Lands' End and Marshall Field's.

Thanks!

Any questions?

Send us your feedback by emailing @sales@ecomchain.com