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Mastering B2B Commerce

Every Move Counts for Business Customers

The enterprise technology landscape is changing rapidly, creating new opportunities for communications service providers (CSPs). And while connectivity services will remain the foundation upon which these CSPs' B2B businesses are built, much potential exists to grow with "beyond connectivity" solutions – enabling them to create new revenue and deliver new value for enterprises.

Technology is becoming embedded into businesses of all sizes, across industry sectors, with the intention of delivering diverse benefits – including enabling the creation of new revenue streams, improving operational efficiency and providing the agility needed in a fast-changing world.

Together, these factors mean that CSP systems – covering the full lifecycle from product development through sales and fulfillment to monetization – are in the spotlight when it comes to capitalizing on the B2B revenue opportunity.



So what's the problem?

The central issue when it comes to B2B is managing complexity while delivering a seamless end-to-end customer experience. The nature of the market means B2B buyers are generally looking for more complex bundles of products and services, with a high degree of configuration and customization in each case.

This complexity challenge is evident throughout the delivery chain: more complex sales orders lead to more complex service fulfillment and orchestration

requirements. In many cases, CSPs are beset by disjointed and manual processes that impede the automation critical to fast and accurate sales and fulfillment, leading to a poor customer experience.

Add to this the need to support partner products and services, and it becomes clear there are significant challenges for business and operational systems when it comes to coping with the demands of enterprise-grade connectivity and beyond-connectivity services.



Becoming a digital solutions provider

To shift from being a legacy supplier of communications services to a digital solutions provider in the B2B segment – becoming an integral part of the technology fabric for businesses, small and large alike – there are a number of attributes CSPs require from their commerce platforms.



Digital-first engagement

B2B customers are increasingly happy to buy online, embracing digital commerce trends that are already commonplace in the consumer segment. This is especially true for the small and medium-sized businesses that make up the bulk of the enterprise segment in terms of customer numbers.

While these buyers may be smaller in size than large enterprises, it doesn't necessarily follow that they are less sophisticated or less demanding. In fact, they may move faster than larger businesses, meaning CSPs need to be able to act in real time to serve their needs.

And without the ability to serve this large number of SME customers digitally, CSPs will struggle to scale their B2B businesses.

The need to deliver digitally-driven experiences is multifaceted: customers want an integrated and accurate view of the services they buy, other solutions available to them and how much they are spending, as well as insights into how to optimize their consumption. Yet done right, this can have a significant impact on satisfaction and lead to improved cross-sell and upsell, enabling CSPs to maximize revenue within this segment.

Seamless purchase and consumption

Increased flexibility and agility are key objectives for many businesses as they embrace digitalization. Indeed, in a fast-moving and dynamic market, the ability to quickly respond to change is a critical factor for many enterprises.

To support this demand for agility, CSPs must therefore deliver a more dynamic purchase and consumption regime. This includes, for example, the ability to scale-up and scale-down resources to match demand, or add new services to serve specific business requirements on an ad-hoc basis.

The impact of this is felt across a CSP's software platforms. While sales tools need to allow enterprises to discover and buy products with ease, this is the start of the end-to-end experience. Orders also need to be processed and fulfilled in a seamless and automated way, so that customers get what they bought, when they need it.

Furthermore, monetization systems need to support a range of diverse models to enable different purchase and consumption methods. Without a unified approach across the define, sell, deliver and monetize journey, CSPs will not be able to meet the needs of sophisticated enterprise customers.



Flawless operations

Advanced services can deliver a number of benefits for business customers, whether through improving the agility and efficiency of existing operations or opening new revenue streams and supporting development activities. But whatever the outcome, this means a shift from being tactical tools to strategic enablers that are deeply embedded within the business.

For a CSP, that means it is critically important to be able to meet customer requirements for services in terms of delivering what they have paid for and meeting the terms of service level agreements (SLAs).

This may sound obvious, but a survey of more than 300 enterprise communications service buyers by GlobalData found 38% of respondents had experienced failures to deliver from their CSPs 3 times or more in the previous two years.

Partner management

For CSPs to play beyond connectivity, they need to be able to effectively onboard, sell, deliver and charge for partner products.

Whether working with independent software developers to offer applications supporting specific vertical markets or partnering with hyperscalers to offer integrated cloud computing capabilities, at the heart is the need to effectively manage multi-party propositions.

Again, the key will be managing complexity from onboarding through sales to delivery and monetization so enterprise customers can buy and use solutions that meet their needs with ease – regardless of whether they depend heavily on partner-provided products to add value.

Why Amdocs for B2B?

Cloud-native and 5G-ready, Amdocs' suite of pre-integrated but modular applications specifically addresses CSPs' pain points as they look to capitalize on enterprise opportunities. The suite spans the entire customer lifecycle, from definition through to delivery and monetization of B2B services.



Sales & Care

Intelligent marketing and sales automation engines, integrated to telco-grade CPQ to drive B2B sales and deliver outstanding customer experiences.



Ordering

Catalog-driven CPQ, integrating with order management functions to bring agility and automation to complex telco B2B deals.



Fulfillment

Seamless commerce and fulfillment integration to enable automated, efficient fulfillment and activation operations.



Monetization

Holistic monetization solutions to support advanced B2B services, including complex network services and B2B2X.



Orchestration

Adaptive and automated service and network orchestration to enable flexible, business-grade connectivity.



Marketplace & partner management

Manage diverse partner relationships from onboarding through to monetization and settlement.



Contact us to learn how we can help accelerate your B2B journey by modernizing, automating and digitalizing the way you sell, fulfill & operate, and monetize & engage.

Amdocs helps those who build the future to make it amazing. With our market-leading portfolio of software products and services, we unlock our customers' innovative potential, empowering them to provide next-generation communication and media experiences for both the individual end user and large enterprise customers. Our 31,000 employees around the globe are here to accelerate service providers' migration to the cloud, enable them to differentiate in the 5G era, and digitalize and automate their operations.

Listed on the NASDAQ Global Select Market, Amdocs had revenue of \$4.58 billion in fiscal 2022.

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