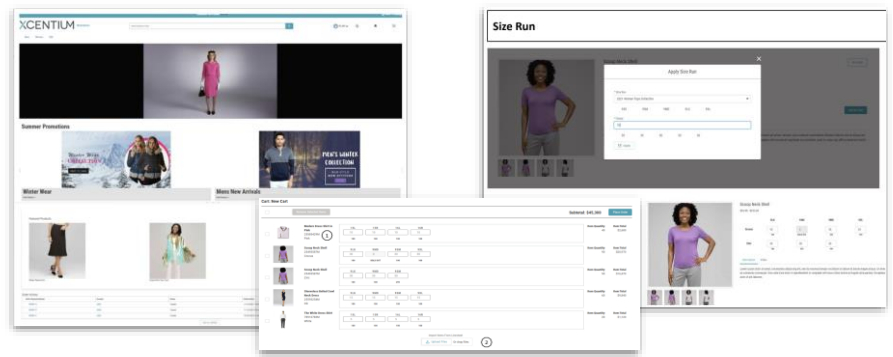


NEW!

# Salesforce Commerce for B2B Wholesale Retail



A consolidated, one-stop digital portal *purpose-built for wholesale apparel and fashion use cases* for self-service ordering and collaboration with B2B sales reps.



# Grow Your Business Fast with B2B Commerce

## Empower Teams to Drive Growth

Unlock revenue channels and team efficiencies with digital buying that's tailored to B2B needs

## Deliver a Connected Customer Experience

Connect every buyer touchpoint with a single source of truth powered by the world's #1 CRM

## Launch and Adapt Fast

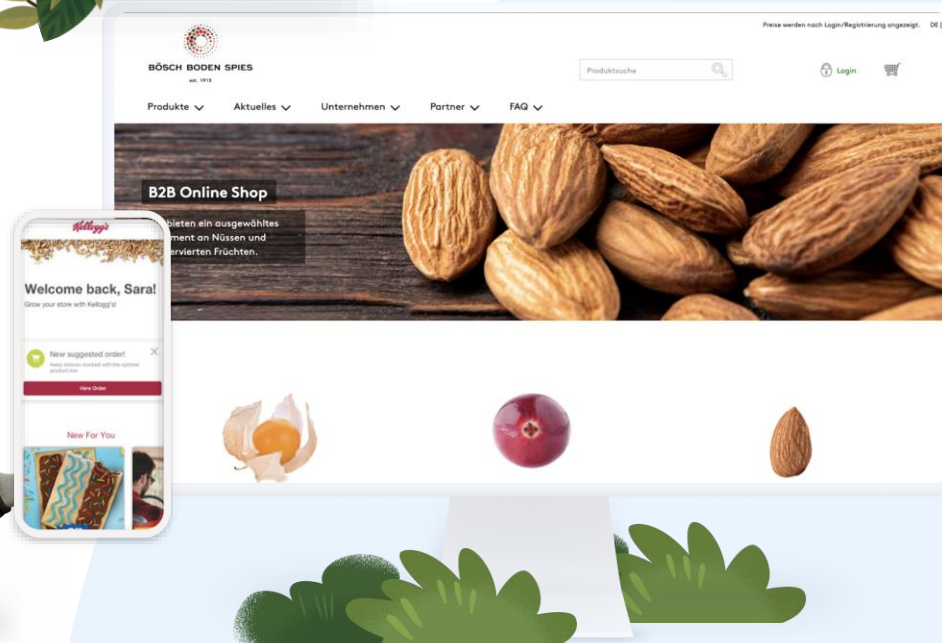
Tools to launch in weeks and quickly customize, with solutions built for industries

33%

revenue growth  
on average, over three years

\$12

savings per order  
on average



# Salesforce Commerce for B2B Wholesale Retail

## Seasonality

Seasonal catalogs allow for re-orders on current stock and pre-orders for upcoming

## Product Assortments

Empower sales reps to put together collections based on customer

## Virtual Showroom

Multiple showrooms per account, specific showrooms based on segment

## Customer Entitlements

Manage customer products and pricing based on account

## Size Runs

Templatized option for ordering multiple sizes

## Large Carts, Multiple Carts

Use parent items to consolidate thousands of line items, have multiple carts per buyer

## Date Based Inventory & Multi Account Ordering

Order inventory across multiple weeks, order for multiple accounts at once

## Account Hierarchy

Ensure seamless integration by leveraging parent child relationships at account level



**B2B Commerce Business Buyer**



# Packaged Accelerator Tailored for B2B RCG



## Wholesale / Retail

- Fully featured B2B commerce application
- Entitlement and pricing
- Pre-season booking, on-demand ordering
- Support for multi-store commerce and checkout
- All account management features
- Order visibility
- Multiple payment options
- Line sheet/Assortment



## Team Sports

- Website/Landing page for each Club/Team
- Personalized experience, catalog and pricing per club/team
- Ability for coach to view orders and multiple teams
- Order consolidation for back-office handling
- Rep / Coach notification of players not complete
- Allow for mandatory and optional products per team



## Uniforms

- Website/Landing page for each company
- Personalized experience and catalog/pricing entitlement
- Support for engraving, logo, personalization
- Support for different payment instruments
- Support for sets
- Payroll deduction



## Customer 360

- Account management
- Assortments, suggested orders, order-on-behalf-of
- KPIs
- Service cloud
- Order pad (rep B2B interface in Sales cloud)
- Managing clubs and teams, onboarding, opportunity tracking
- Manage corporate clients, reports, payments, engraving, etc.



# FILA Drives Growth with B2B Commerce

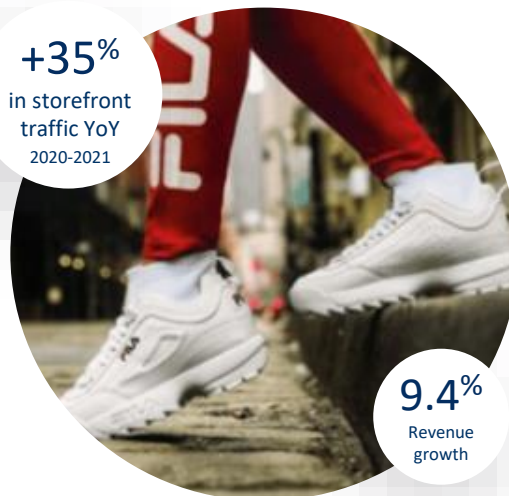
## Best-In-Class Commerce

Providing frictionless experiences for consumers and business buyers alike.

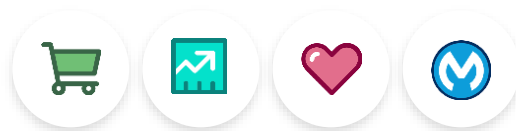
## Data Driven Optimization

Converting sales opportunities into GMV with real time visibility into trends, and streamlining marketing efforts by making digital assets more accessible.

+35%  
in storefront  
traffic YoY  
2020-2021



9.4%  
Revenue  
growth



## Flexible, Consumer Like Experiences

Dynamic pricing, complex shipping functionality, and custom product catalogs for retailer-exclusive items.

## No-Code Promotions Processes

Driving more traffic to specific merchandise with targeted promotions fast, with clicks not code.

# Request a Demo

Reply to our email or send a request to:  
[info@xcentium.com](mailto:info@xcentium.com)

# Thank You

