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# B2B MOBILE COMMERCE - THINGS YOU SHOULD KNOW

Article from [Revalsys Technologies](#)

This article explains about the things to be known regarding B2B Mobile Commerce

With more people spending time on phones and tablets rather than laptops and desktops, internet usage on mobile devices has risen over the past few years. Mobile commerce, an extension of e-Commerce is expanding on a sky-rocketing pace. The world of B2B commerce is also changing rapidly. Just having a transaction B2B site is not enough these days. You should have a mobile-first B2B presence to remain competitive in this fast-growing B2B world.

### **What is B2B mobile commerce?**

The delivery of electronic commerce made directly through mobile devices is referred to as mobile commerce. With mobile searches growing exponentially, more than 50% of the total searches are made using mobile devices according to data provided by Google last year. And where searches are made, there is an intention for purchase.

Over the last few years, the typical B2B buyer has transformed a lot of his own. They have transformed into tech-savvy buyers who like doing research and purchases of products/services using their mobile devices. Some even like to use mobile devices at all the stages of buying processes rather than relying on paper catalogues and in-person sales call.

### **What is the importance mobile commerce in B2B?**

Let's check some ways how mobile commerce is shaping B2B e-Commerce:

- **Feature-rich Apps**

From packaging the catalogue to checkout functionality, many suppliers are using a native mobile app as it offers them a new degree of personalisation. Suppliers can offer various features such as personal order histories and customisable dashboards tailored for mobile users. The feature-richness of the apps makes it easier for the suppliers to manage their sales and operations from mobile devices. The ability to confirm orders, track shipments, update catalogues whenever needed etc. has made mobile commerce very beneficial for B2B e-Commerce.

- **Easy Integration**

Mobile phones have embedded into our daily lives in a way that desktops could never do. From contact list syncing to tracking location, mobile devices are used to do various things. With lots of capabilities in store, B2B mobile experience can be improved to a great extent. Integration of technologies is driving at a faster speed making B2B mobile commerce easier and quicker. Mobile payments streamline the purchasing process. When you integrate multiple payment gateways such as PayPal, GooglePay etc., the purchase process gets shorter dramatically for the B2B buyers.

- **More Advertising and Marketing Opportunities**

As mobile usage is getting higher, it's offering more opportunities for marketing and advertising. Business can target buyers based on their location and browsing history. A significant percentage of B2B buyers get influenced by social media. As e-Commerce technology works effectively with various social media functionalities on mobile devices, B2B businesses can use the functionalities to make better their marketing and advertising campaigns.

- **Analytics Offering Mobile-specific Data**

In B2B e-Commerce scenario, the importance of data cannot be understated. Suppliers are making use of in-depth analytics tools so that they can serve the unique needs of each buyer. You can offer the kind of buyer journey the B2B clients demand based on the available platform-specific data.

As more B2B buyers are making purchases online through mobile devices and want the purchase process to be simple and transparent, mobile commerce is a great way to achieve all these. And as a B2B seller, you should make sure to offer your B2B clients value and offer faster shipments if you want to remain competitive in this B2B mobile commerce environment.



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# CONTACTS

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