



Leveraging SyteLine Tools to Drive Sales Growth

Tarak Patel, VP of Product



Changing B2B buyer preferences mean manufacturers must transform how they sell

86%

of B2B buyers prefer to reorder online vs. speaking to a sales rep

(source: Gartner)

65%

of B2B buyers research products online

(source: Gartner)

66%

of manufacturers in the U.S. say implementing eCommerce is a “high” or “very high” priority

(source: PwC)

Deloitte.

“Manufacturers are investing in digital technologies that can create new and enhanced aftermarket offerings that could lead to revenue-generating opportunities, enhanced customer loyalty, upselling, cross-selling opportunities and a competitive advantage in general.”

Interest in AI is growing

AI adoption is changing traditional workflows and making sales more agile, data-driven and customer-centric.



Improving Operational Efficiency

60% of manufacturers have adopted AI-driven solutions in their operations, including procurement, logistics and order management



Optimizing Sales Processes

Over **1/3** of companies globally are using AI to optimize sales processes, maximize revenue, and boost market share



Enhancing Customer Engagement

84% of sellers find AI useful for enhancing B2B customer interactions

Sources: [Foley & Lardner LLP](#), [DemandScience](#), [BCG](#)

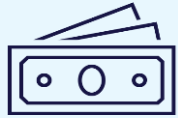
BCG
ARTIFICIAL INTELLIGENCE / ARTICLE
GenAI and the Path to Profit in B2B Sales
JANUARY 02, 2024
By Phillip Andersen, Basir Mustaghni, Bryan Gauch, Matt Ward, and Audrey Hawkins
READING TIME: 12 MIN

cbia
How AI Can Address Manufacturing Supply Chain Issues
04.26.2024

eWEEK
Home > Artificial Intelligence
Artificial Intelligence
AI in B2B Sales: Strategies for Maximizing Your Revenue
AI empowers sales leaders and teams to improve B2B sales processes, from delivering personalized campaigns to automating complex tasks.
By Kezia Jungco - June 26, 2024
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Artificial intelligence (AI) is transforming the business-to-business (B2B) sales environment, augmenting human capabilities to help sales teams do more with less. Whether you're a seasoned sales professional or just stepping into the world of B2B, you can use AI to enhance customer interactions, streamline business processes, and ultimately drive revenue growth.

Still, challenges remain when it comes to selling & pricing complex products

B2B manufacturers must cost-effectively modernize their approach to digital commerce.



High cost of sales

"We are losing sales because it takes 2-3 days on average for our sales reps to respond to inquiries because our process is disjointed and slow. This also contributes to why our cost of sales is high, reducing an already delicate margin."

- a global enterprise manufacturer



Long sales cycles

"Our sales cycle can be up to 3 months or longer because getting a quote can take six months. We lose at least 5% of potential revenue because of it. Making it worse, we are also limited in our ability to proactively and effectively cross-sell."

- a global mid-sized manufacturer



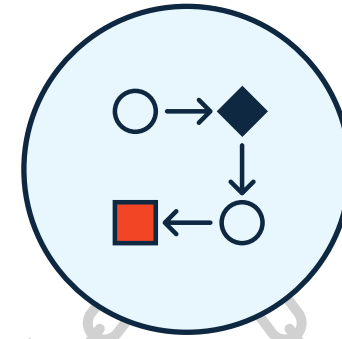
Cautious about change & resource-constrained

"IT is focused on IT needs and reducing costs. Until this breaks, we won't get help. We are reliant on two individuals who manage and maintain a spreadsheet for quoting. If something happens to them, we are doomed. We also can't scale with this same-old approach."

- U.S. mid-sized manufacturer

**Disconnection is
a core challenge
our customers
face**

**Disconnected
Processes**



**Disconnected
People**



**Disconnected
Buyer**



**Disconnected
Systems**

Digital commerce alone won't resolve the challenges associated with disconnection.

To address fully requires a holistic, unified B2B commerce solution.

The Aleran Unified Commerce Platform



B2B Buyers

Wholesalers

Distributors

Channel Partners

A low-cost, easy-to-implement unified commerce solution



Sales Order Management

- Reps
- Email
- Phone
- Quotes
- Orders



PIM

- Products
- Pricing
- Sales Configurator



ECommerce & Portal

- Chatbots
- Multi-store
- Catalog-Embedded Buying
- Guided Selling
- Reorder

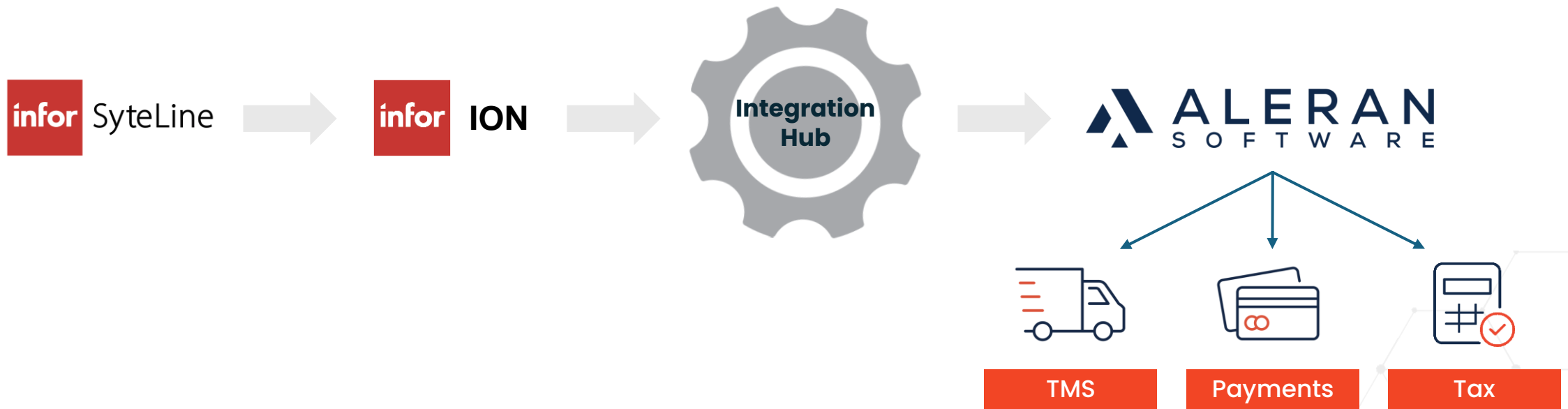


AI

- Guided Selling
- SEO
- AI Chat
- Smart Search
- Recommendations

Aleran integrates seamlessly with your ERP

- Create workflow and alerts
- Manage business processes
- Connect relevant applications



Aleran is uniquely built to simplify, streamline and accelerate B2B sales quickly, efficiently and affordably



Designed for Sales

Eliminates time-intensive, manual and error-prone quoting and ordering, ultimately reducing cost of sales



Smart integration, quick implementation

Seamless connection across core business systems, including ERP. Ready out-of-the-box with minimal IT so Sales Team can manage day-to-day.



Ignites growth, fast to achieve ROI

Get more than eCommerce – self-service ordering, AI-enabled suggested selling, search and guided quoting, personalized buying experiences and flex pricing

One-stop, easy-to-use features that simplify B2B buying and selling for manufacturers and their customers



End-to-End Order Management

Automate admin tasks and streamline order management with native, self-service quoting and ordering.



AI Sales Agent

AI-guided sales agent directs buyers to the right products proactively. Personalize interactions, identify leads and optimize sales strategies for seamless communications.



Multi-Storefronts

Create and manage multiple digital commerce experiences, including eCommerce sites, shoppable PDF catalogs, and more, all through a single back end.



Catalog-Embedded Buying

Proprietary AI engine converts PDF catalogs, brochures, and line cards into dynamic, digital buying experiences.



Sales Configurator

Simple configurator generates "smart SKUs" with no need to pre-configure all combinations. Easy to change configuration choices or include quote-only options.



Customer Portals

Personalized content reflects different roles and authorizations within a customer account to support complex buying teams.

SALES FACING

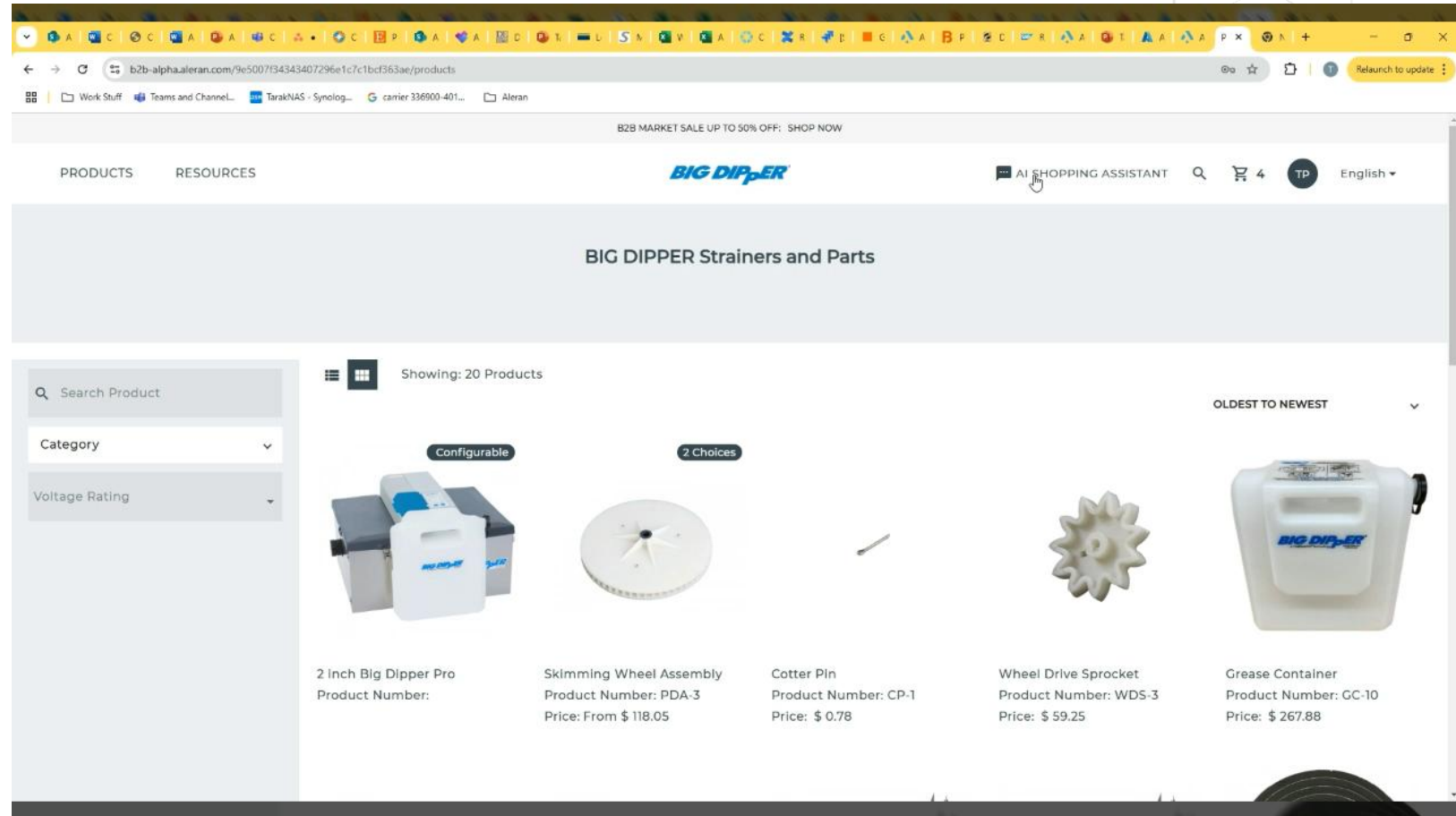
SALES & BUYER FACING

BUYER FACING

AI Sales Agent

Proprietary AI engine that makes it easy to leverage the power of AI to drive sales

- Situational pricing and promotions
- Reordering and maintenance suggestions
- Guided selling
- Conversational interactions



Easy-to-use customer experience

AI-Powered Catalog-Embedded Buying

Intuitive self-service capabilities increase digital commerce adoption while reducing support and sales operations costs

- Order history and reorder
- Order status and shipment tracking info
- Quote status and conversion
- AI-powered interactive catalogs, schematics, spec sheets

The image shows a technical drawing of a lower hanger assembly with a pop-up dialog box for adding an item. The drawing includes various components and dimensions, such as suspension hangers, safety cables, and trough lengths. The pop-up dialog box is titled "Add Item" and contains the following information:

- Item ID: 147290-D
- Item Name: LOWER HANGER ASSEMBLY
- UPC: [Blank]
- Quantity: 2
- Pricing: Qty Unit Price
- Price: 1 \$150.00
- Notes: [Blank]
- Buttons: Add Item

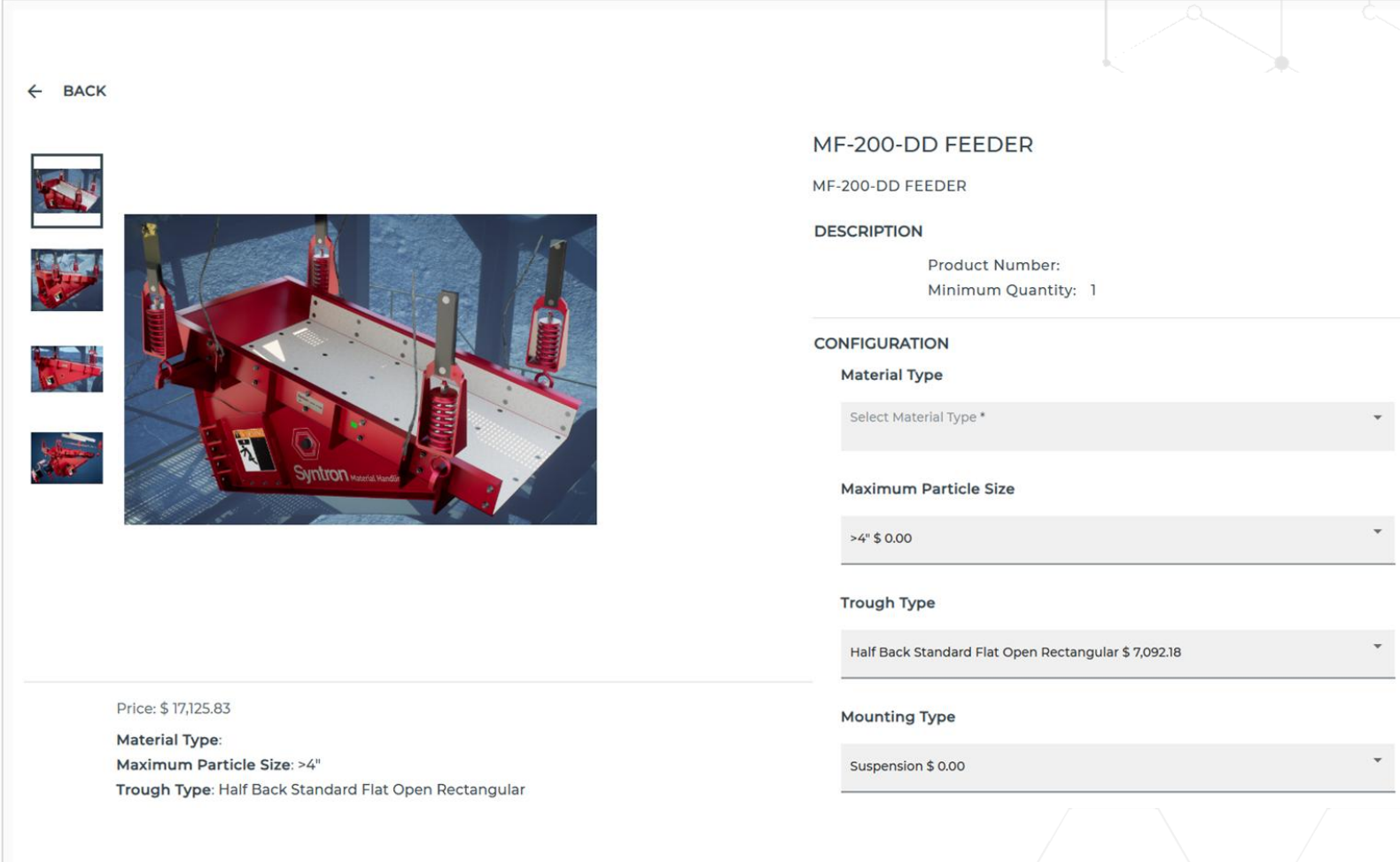
Technical drawing details include:

- ALL CABLES SUPPLIED BY OTHERS UNLESS SPECIFIED OTHERWISE
- 71 1/4" Q-Q SUSPENSION HANGERS
- 48 3/4" Q-Q SAFETY CABLES
- 84" TROUGH LENGTH
- 1 1/2"
- 21 3/4" ±1" ADJ. TYP.
- 1 3/4"
- 30"
- 27"
- 7 3/4"
- 30"
- 10" MAX. TYP.
- LINERS AS SPECIFIED ON ORDER BOLTED IN PLACE


eCommerce for configurable products

Easy-to-implement configurator generates “smart SKUs” with no need to pre-configure all combinations

- Intuitive and accurate for sales team and customer use reduces time to revenue
- Change configuration choices or include quote-only options
- Provide accurate eCommerce experience for configurable aftermarket parts and accessories



← BACK



Price: \$ 17,125.83
Material Type:
Maximum Particle Size: >4"
Trough Type: Half Back Standard Flat Open Rectangular

MF-200-DD FEEDER
MF-200-DD FEEDER

DESCRIPTION
Product Number:
Minimum Quantity: 1

CONFIGURATION

Material Type
Select Material Type *

Maximum Particle Size
>4" \$ 0.00

Trough Type
Half Back Standard Flat Open Rectangular \$ 7,092.18

Mounting Type
Suspension \$ 0.00

Delivering personalization and omnichannel sales

Manage customers, segments and pricing with ease

- Set pricing for different customers, segments, regions, and more
- Manage different products by customer, segment, or region
- Separate data by customer and for sales rep access

Ease of managing, customers, segments and pricing

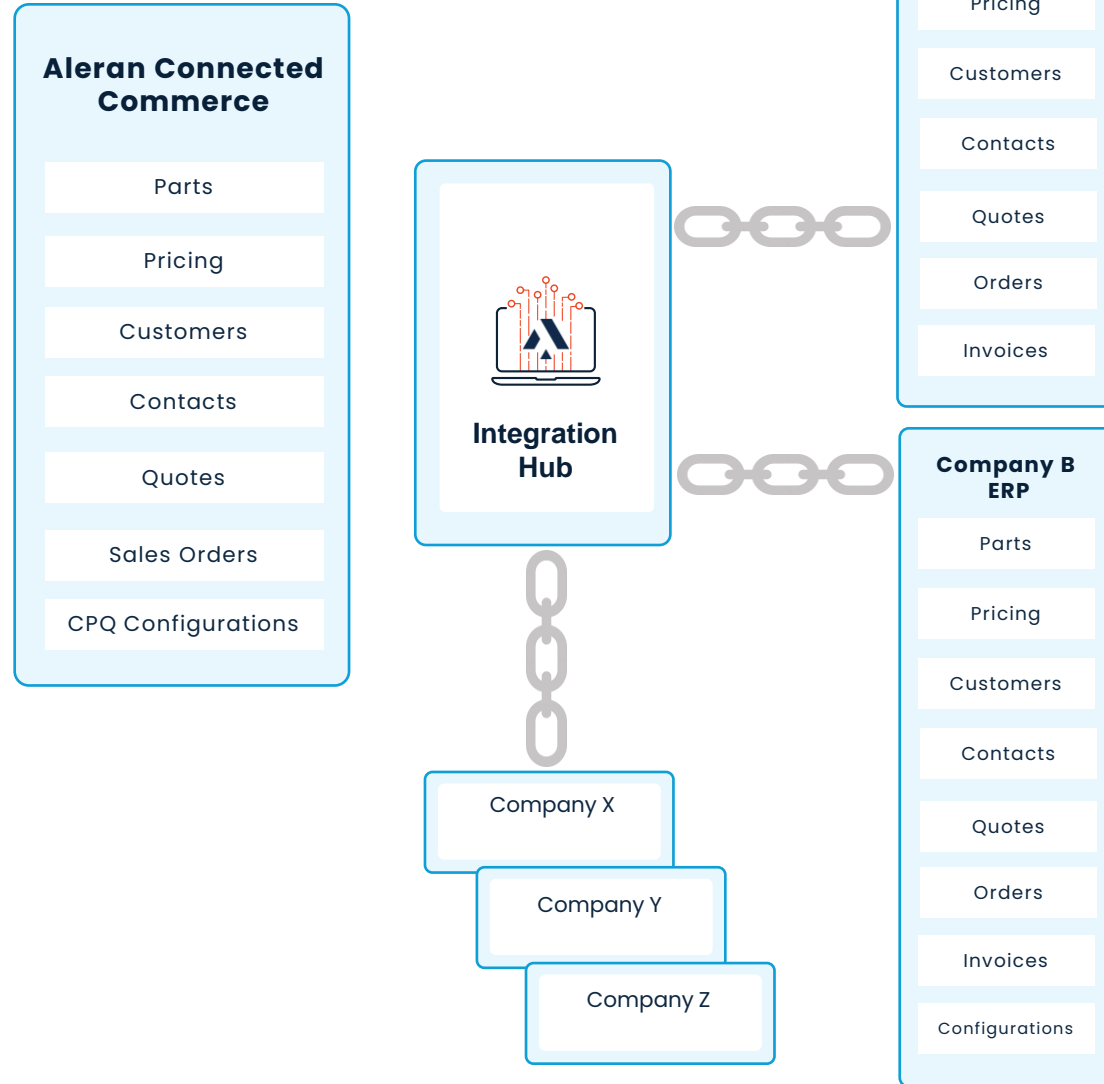
The screenshot displays the Aleran Software interface. On the left is a dark sidebar with a navigation menu including: Dashboard, Sales Transactions (Sales Orders, Quotes, Invoices, Carts), Customers (Manage Customers, Customer Groups, Contacts), Sales PIM, Marketing (Promotions, Search History), Integrated Commerce (B2B Markets, Digital Payments, Tax Integrations, Import/Export), Configuration (Internationalization, Sales PIM, Sales Transactions), Support, and Payment Terms/Shipping Options. The main content area is titled 'Manage Customers' and shows details for 'Acme WaterJet Systems'. It includes fields for Number (AC-123), Group (Large Distributors), Tax ID (1-123456), and Tax Exempt status. Below this are tabs for General Info, Contacts, Pricing (selected), Subsidiaries, and Sales Representatives. The Pricing tab shows 'Customer Price Lists' with a table listing 'Large Distributors', 'Distributors', and 'Wholesale' for USD 01/01/2023. A 'Group Price Lists' section on the right shows 'Large Distributors' for the same date. A '+ Select Price Lists' button is visible at the bottom of the table.

Automation and integration

Seamless data and process integration between Aleran and ERP results in reduced ops cost and quicker payment

- Sales order processing from invoice to payment
- Shipment coordination
- Tax compliance

Actual customer example
With Aleran, now connected



Connected Buyer = Happy Buyer



Questions & Discussion



Tarak Patel

VP Product Technology | **Aleran Software**

Tarak brings over 20 years of experience with product management and product marketing working across a variety of industries. With a focus on sales & marketing SaaS software, Tarak's experience has helped companies streamline their operations in these areas as well as drive performance improvements using data AI/ML techniques. Prior to joining Aleran, Tarak held positions at or partnered with companies such as Oracle, Salesforce, and Microsoft among others.



Thank you!

Contact me at:

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www.aleran.com



Appendix

The day-to-day Aleran workflow

infor SyteLine



ALERAN
SOFTWARE



Products



Pricing



Quotes



Customers
& Contacts



Sales
Orders



Invoices



Carts



Inventory

Aleran + manufacturers = real ROI

90 DAYS

AVG to ACHIEVE ROI

26%

AVG 1ST YEAR REVENUE GROWTH

65%

AVG COST SAVINGS

18%

AVG INCREASED AVG ORDER VALUE

20%

TIME SAVINGS WITH AUTOMATION

4.5/5 ★

CUSTOMER RATING

Delivering Easy & Seamless Integrations

infor

Aleran is fast and easy to start

Unlike other platforms on the market, manufacturers can be up and running in weeks versus months, meeting mid-sized manufacturers' need to speed to market and post revenue.

