

# IDC Manufacturing Insights: Worldwide Manufacturing B2B Commerce and Customer Experience Technology Strategies

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The *IDC Manufacturing Insights: Worldwide Manufacturing B2B Commerce and Customer Experience Technology Strategies* advisory service explores how manufacturers engage customers through B2B channels and deliver value and innovative customer experiences by leveraging digital technologies. The CIS analyzes key trends and identifies market opportunities around B2B sales and improving customer experience (CX) in this segment.

Manufacturing companies have traditionally been slow to adopt digital B2B commerce, but this is gradually changing. In the same way, delivering a value-driven CX in B2B settings is getting increased attention due to its inherent complexity (i.e., the need to build long-term relationships and more collaborative processes and involving multiple stakeholders) as well as customers demanding more seamless, personalized, and connected buying experiences. In many instances, this is a new endeavor, and they need to step out of their comfort zone and try to address the market in a much more dynamic way. It is therefore crucial that IT vendors articulate the value of their solutions for manufacturing companies to address this fast-evolving segment.

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## Approach

The IDC Manufacturing Insights: Worldwide Manufacturing B2B Commerce and Customer Experience Technology Strategies service provides comprehensive data and analysis leveraging IDC Manufacturing Insights' proprietary research and correspondence with industry experts, manufacturing executives and practitioners, and IT product and service providers. To ensure relevance, IDC analysts work with subscribers to determine and prioritize topics of interest and are available to provide customized advice to meet their specific needs.

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## Topics Addressed

Throughout the year, this service will address the following topics:

- Evolution of B2B digital commerce and omni-channel strategies
  - Connected B2B buyer customer journey
  - Customer relationship management (CRM) trends
  - Data-driven insights and monetization
  - Automated sales and fulfilment and digitalization of other CX related processes (i.e., customization and product visualization)
  - New B2B business models
  - Multi-step B2B channels
  - B2B networks and business ecosystems
  - Sales enablement practices and technologies
  - Immersive selling/customer experience (e.g., AR/VR, Metaverse)
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## Key Questions Answered

Our research addresses the following issues that are critical to your success:

1. How are manufacturing companies evolving their B2B commerce and omni-channel strategies?
  2. What are the key technologies they are investing in to improve customer experience?
  3. How do they manage data across the entire customer journey?
  4. Which areas are companies focusing on to create a simplified and seamless buying experience?
  5. What are the business model improvement opportunities and how to enable product-as-a-service offerings?
  6. Which are the key players, emerging vendors, and key value propositions for B2B commerce in manufacturing?
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## Who Should Subscribe

IDC Manufacturing Insights: Worldwide Manufacturing B2B Commerce and Customer Experience Technology Strategies is ideally suited for IT product and service providers with dedicated value propositions that support manufacturers in delivering value across the entire B2B customer journey. These include providers of digital commerce solutions, CRM and customer data platforms, sales enablement tools, customer feedback and data & analytics platforms, among others. This service is targeted towards C-level executives and divisional heads in marketing, sales, product development and management, market intelligence, and related areas.

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