

# Registration form

## E-Commerce Success Award



### Rules for participation in the B2B E-Commerce Awards

- The B2B E-Commerce Awards will be awarded to customers of Sana Commerce that have a live web store.
- Submitted cases must relate to a live e-commerce platform from Sana Commerce.
- A case must relate to the period of January 2020 until the present date.
- Sana Commerce customers can nominate themselves for a B2B E-Commerce Award by submitting their case as stated below. A professional jury will assess these cases.
- This case must be submitted by June 30, 2021. Submit your case (completed registration form + supporting evidence) by email to [awards@sana-commerce.com](mailto:awards@sana-commerce.com).
- We recommend supporting cases by showcasing data and concrete initiatives. You may do so with pictures, screenshots and/or video whenever possible.  
→ *All winners of the B2B E-Commerce Awards 2020 were elaborate in their answers and documentation!*
- Clearly refer to the titles of relevant supporting material. E.g. “Our turnover increased by 10%, as can be seen on image “Analytics screenshot turnover 2021.””
- There is no limitation regarding the number of categories a company can enter.
- The data submitted in the case will be used by the organization of the B2B E-Commerce Awards to substantiate why a company has been chosen for the top 3 or as winner. This data can be used in the award ceremony, on the web page of the B2B E-Commerce Awards or on the social media pages of Sana Commerce.

### About the “E-Commerce Success Award”

This award is for the company that can best substantiate that their e-commerce platform is successful. Success does not only relate to turnover, but can also be determined by platform adoption, internal support or improved efficiency. All of these factors will be considered for this award.

## Contact details for this submission

To which company does this application apply?

What is the first and last name of the contact person for this case?

Please share your email address for correspondence

On which phone number can we reach you (only if necessary)?

What is the URL of the web store for this case?

If the web store is (partly) closed, please provide [awards@sana-commerce.com](mailto:awards@sana-commerce.com) with a login so we can access the entire web store. Share the details in the field below.

### Questions for this case

1. Has the web store contributed to internal efficiency? Has concrete progress been made in this regard? Consider, for example, workload of internal and external staff, or optimizing internal processes.

2. What initiatives have been taken **internally** since January 2020 to increase the adoption of e-commerce? What results has this led to?

3. What initiatives have been taken **externally** since January 2020 to increase the adoption of e-commerce? What results has this led to?

4. What results have been achieved in terms of turnover since the beginning of 2020? For example, think of sales results, average order value or the percentage of online vs. offline turnover.