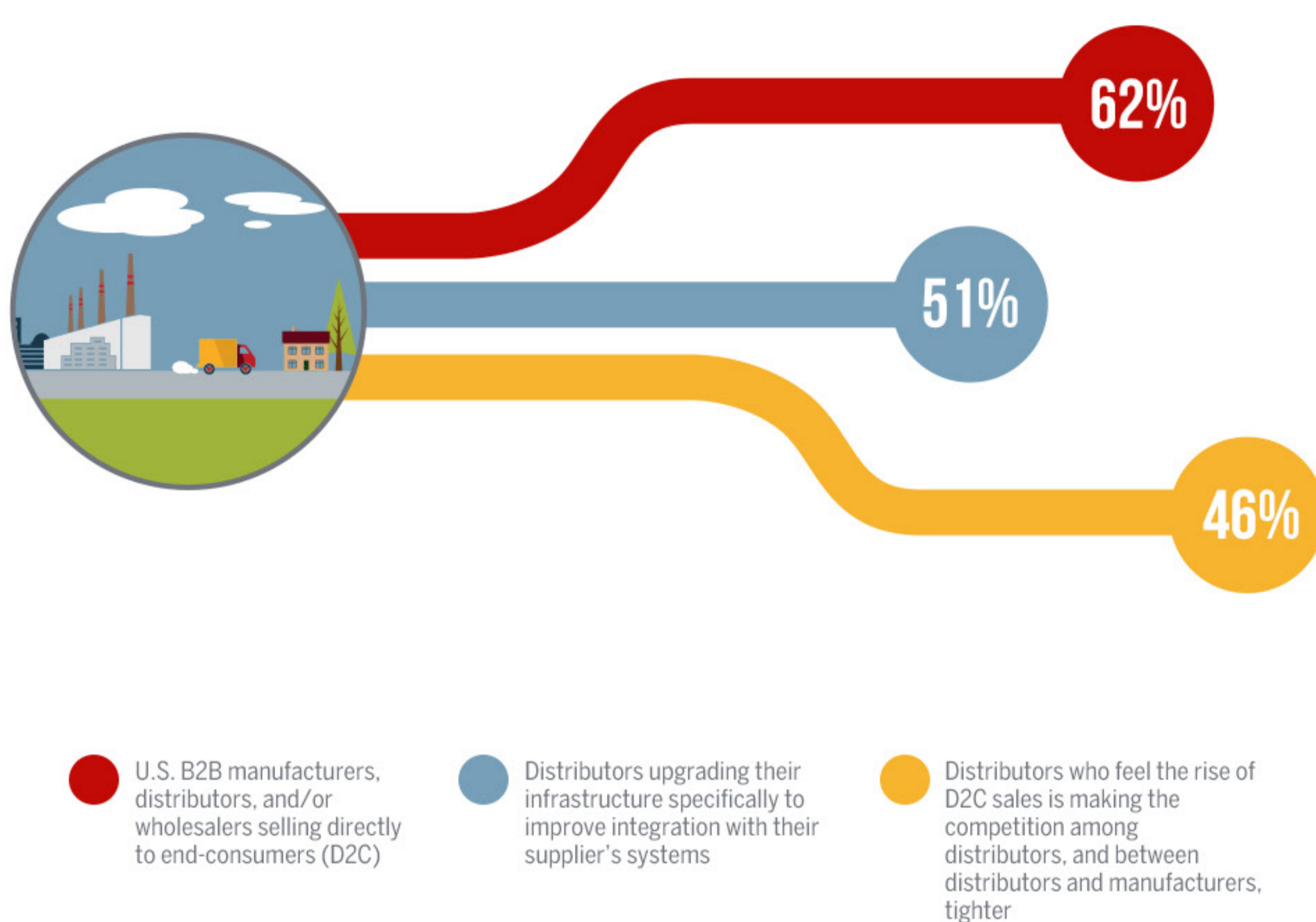


THE STATE OF DIGITAL TRANSFORMATION AND E-COMMERCE FOR DISTRIBUTORS

E-COMMERCE PRESENTS A \$ 6.6 TRILLION OPPORTUNITY FOR DISTRIBUTORS
 YET MOST ARE STILL FALLING BEHIND IN THEIR E-COMMERCE MATURITY



This lack of sophistication (thus far) with distributors' e-commerce strategies can be attributed to industry-specific challenges.



B2B BUSINESSES ACROSS E-COMMERCE MATURITY STAGES IN 2018



Based on their goals and current initiatives, most distributors would fall in (or between) the E-Commerce 1.0 and E-Commerce 2.0 maturity stages.

BUT DISTRIBUTORS NOT OFFERING A SATISFACTORY E-COMMERCE EXPERIENCE ARE AT RISK TO LOSE

2% TO 4%

OF THEIR ONLINE REVENUE EVERY YEAR.



READ OUR RESEARCH REPORT FOR MORE INSIGHTS

https://info.sana-commerce.com/us_wp_digital-transformation-report-2018.html

