



Downtime



Costs



Fixes

IT Leaders outlook on B2B e-commerce '22/23

The ripple effect of misaligned B2B e-commerce



An introduction from CPO **Arno Ham**

The question I get very often from IT leaders is “Why bother with B2B e-commerce when it seems like there are so many complications involved?”

The answer is simple. B2B e-commerce is not an option anymore. It's a necessity. The driving force behind this report series was to better understand the challenges IT leaders face in the road to implementing – and benefitting – from their B2B e-commerce solution.

I want to inspire IT leaders to share their vision of a technology-driven future, where organizations become more customer-centric, more reliable and are in constant evolution.

We commissioned Sapio Research to survey over 1,000 IT leaders across the globe who currently have a B2B e-commerce solution within their business.

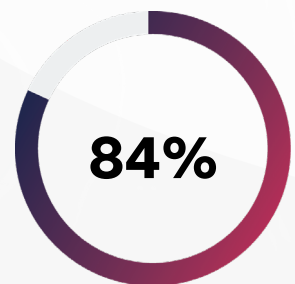
What we found: 84% of IT leaders aren't happy with their B2B e-commerce solution, going as far as to say that it's had a negative impact on business.

Those aren't very optimistic numbers.

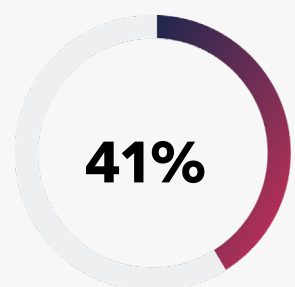
Add to that the ongoing pressure of maintenance issues that swallow up over 41% of the IT department's time, it's no wonder IT leaders are overwhelmed.

The results of our survey are clear: IT leaders have a key role to play in their organizations when it comes to choosing the right B2B e-commerce solution.

*Arno Ham
CPO Sana Commerce*



of IT leaders aren't happy with their B2B e-commerce solution



of IT department's time is spent on maintenance issues

A photograph of a business meeting in a modern office. A man in a blue shirt and dark sweater is gesturing while talking to a woman with long dark hair. They are sitting at a wooden table with a laptop, a smartphone, and a coffee cup. Large windows in the background show an outdoor area with trees and a building.

The aim of this report:

- To understand IT leaders' priorities and challenges
- Understand the role of IT in B2B e-commerce
- Adoption, usage, and experience of B2B e-commerce platforms

Why do **B2B** businesses opt for an e-commerce platform?

Businesses looking to scale often opt for B2B e-commerce solutions to meet their needs. These are usually focused on:



Better serving a growing client base



Reaching new markets

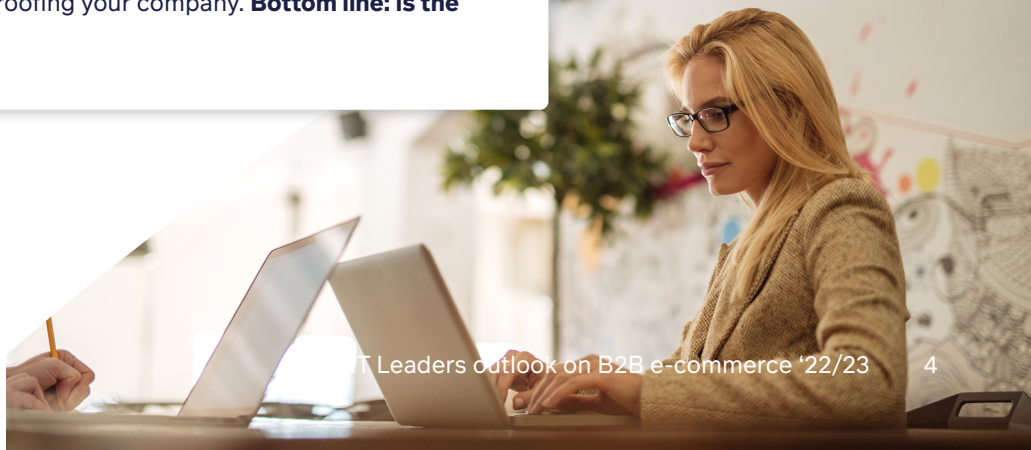


Securing their position in a digitally driven future

What does a misaligned B2B e-commerce solution look like?

While these B2B e-commerce solutions bring big promises, making business leaders keen to adopt them, they often miss the mark completely.

There are many ways that a poorly chosen solution can manifest issues. The first red flag is if it has many features you don't need or don't know how to fit into the tech stack. The second is downtime. If you have a web store that is not operational all the time, then you're potentially losing revenue. Finally, if you constantly have to perform maintenance or updates on the software, then you aren't effectively future proofing your company. **Bottom line: is the solution making your life easier?**



B2B e-commerce solutions are making an **IT leader's** **life harder**

92%

Of IT leaders have at least
one frustration with their B2B
e-commerce platform

These frustrations include:

High level of maintenance required	29%
Time wasted to fix malfunctions and	26%
Lack of API availability	23%

IT doesn't support the business, IT *is* the business

Implementing a B2B e-commerce solution with no IT voices at the table means businesses receive a solution that isn't a solution at all.

It can potentially harm the relationship between a business and its customers severely. As a consequence, the relationship between IT departments and the business suffers, too.

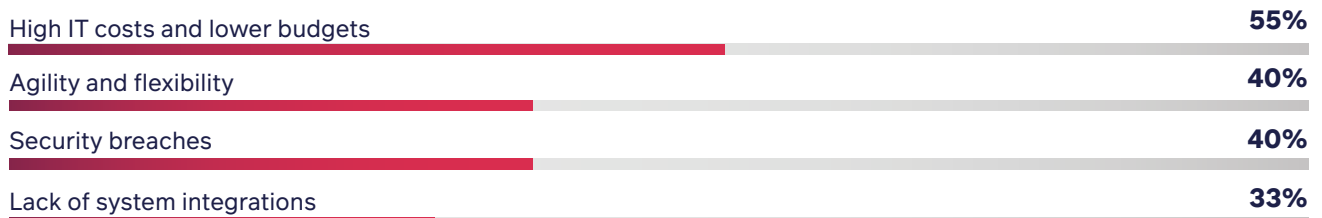
When it comes to tangible costs, a misaligned B2B e-commerce solution can make you potentially lose hundreds of orders due to downtime, orders lost and costly maintenance. And that's only the beginning of the ripple effect that could make or break business relationships. **The stakes are incredibly high.**

IT departments begin to **feel the pressure.**

As a result, you are faced with having to implement a solution that requires more time and budget than expected or desired. As an IT leader, you have a decision to make: push onwards or find ways to communicate your frustrations.

High costs are the top frustration, and that pain point gets worse when considering time and money spent on implementation and maintenance.

Top challenges at the moment for IT leaders



37%

of IT budget spent on integration

IT managers expect to spend, on average, 37% of their budget on the integration of new software with their existing IT landscape. This adds to the costs and pressure of making sure your web store works.

41%

time spent on maintenance

The percentage of working hours devoted to maintenance of the B2B e-commerce solution. But even more labor is factored in because companies employ, on average, **between 2 and 3 employees to maintain the solution.**

Revenue at risk

188

Orders

On average, **188 orders** are at risk each month due to downtime.

\$265,664



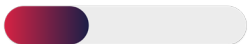
Order losses, on average, mean **\$265,664 of online sales are at risk** for your company per year due to downtime.

As you continue trying to figure out ways to maintain, update and integrate the solution, the risks begin to grow. The ripple continues taking shape, bringing a host of issues with it, many of which won't be fully visible until much later.



Bottom line: frustration

1/3



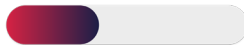
Only a third of IT leaders felt the adoption of the platform exceeded their expectations.

42%



Have looked at other e-commerce solutions.

35%



Have been vocal about making a change or have advised management to take a new route.

IT leaders share that adoption has harmed their relationship with the business.

67%

The negative impact **beyond IT**

E-commerce solution implementation should be the first, solid step in setting the wheels in motion, ideally maintaining itself as the business grows.

Instead, IT leaders are finding that these new platforms are shiny, expensive, and time-consuming – with only a small portion of them feeling truly satisfied with the product.

The result: overworked IT leaders and departments, errors and losses, and a solution that has come at an excessive cost in both time and money.

As issues arise within the department, they also arise in the business, straining relationships with leaders and sales departments who grow frustrated at the lack of speed and quality.

The **tidal wave** of business consequences

What became a quick and seemingly isolated business decision – adopting an e-commerce solution – has grown to become a complex issue. This leaves your IT department to detangle, maintain and fix recurring issues that slowly eat up time, budgets, and patience.

The ripple comes to a crescendo: it has now become a tidal wave, shifting the relationship between IT leaders and the business. This puts IT leaders under pressure, and ultimately, impacts the businesses' bottom line.

“The risks and costs of B2B e-commerce seem intimidating. This is why it has never been more important for IT leaders to rely on their expertise and let their voice be heard during business discussions. IT professionals have the experience and knowledge to be business navigators, too.”

Arno Ham
CPO Sana Commerce



The next report, “The wave of business impact IT faces in B2B e-commerce” is already here! Check it out to see how issues with poorly-aligned web stores reach beyond just IT departments.

[Get the second chapter for free here.](#)