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Digitally *Entitled.*

4 .6

Billion Years Ago

4 .6

**Mankind has experienced .0006% of Earth's timeline…
What percentage of our commerce timeline has been digital?**

"The **illiterate** of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn."
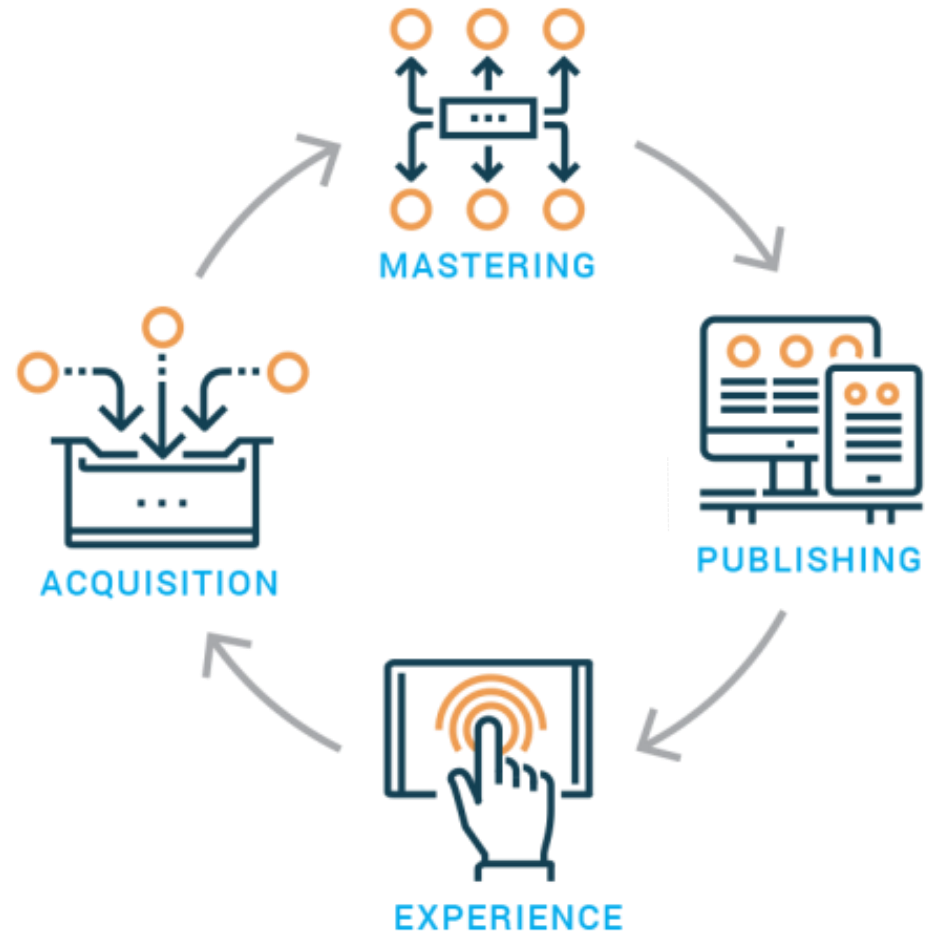
-Alvin Toffler, Future Shock, 1970

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Micro-trends in B2B:

Distribution demanding change

Manufacturers adopting PIM

Supplier/Distributor Collaboration to ensure mutual survival

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What does amazon **do well?**

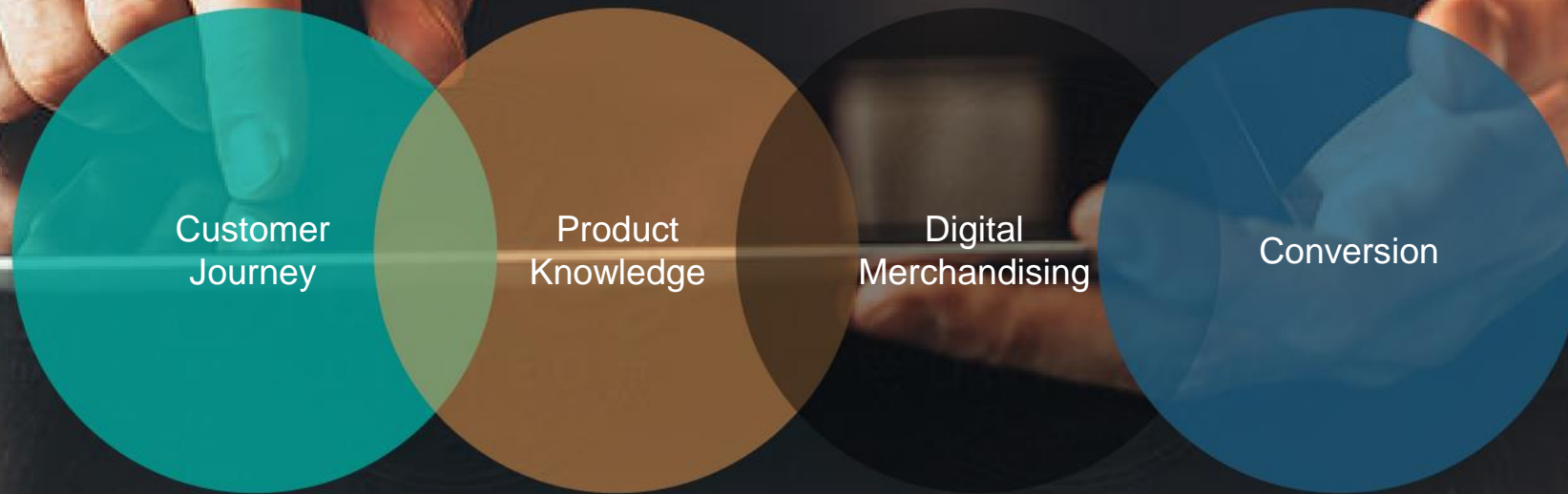Acquisition   Mastering   Publishing   Experience

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How do you beat amazon **at their own game?**

What is Product UX?

Delivering a digital product experience and market expertise that drives meaningful revenue gains.

Customer Journey

Product Knowledge

Digital Merchandising

Conversion

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- Disruptive innovation at work…
  - Customer-centric
  - Analytics-Ready
  - Technology-Independent

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"People of the future may suffer not from an absence of choice but from a paralyzing surfeit of it.
They may turn out to be victims of that peculiarly super-industrial dilemma: over-choice."

— Alvin Toffler, *Future Shock,* **1970**

A (digital) customer walks into your (digital) hardware store...

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Good product UX unlocks your organization's expertise
via a meaningful, well-designed interface and rich content.

Grit grade chart:

	Very Coarse				Coarse		Medium		Fine		Very Fine				Extra Fine			Super Fine			Ultra Fine				
	16	24	30	36	40	50	60	80	100	120	150	180	220	240	280	320	360	400	500	600	800	1000	1200	1500	1800
Stock Removal																									
Grinding																									
Blending																									
Deburring																									
Finishing																									
Polishing																									

Grit Grade: ■ Coated ■ Non-Woven

Abrasive Material table:

Surface Material	Aluminum Oxide		Silicon Carbide		Zirconia-Alumina	Ceramic		Diamond
	Coated	Non-Woven	Coated	Non-Woven	Coated	Coated	Non-Woven	Coated
FERROUS								
Carbon Steel	●	●		●	●	●	●	
Alloy Steel	●	●		●	●	●	●	
Stainless Steel	●	●		●	●	●	●	
Cast Iron	●	●		●	●	●	●	
NON FERROUS								
Aluminum Alloys	●	●	●		●	●	●	
Brass, Bronze, Copper, Zinc	●	●	●		●	●	●	
Titanium	●	●			●	●	●	
Nickel Alloys	●	●		●	●	●	●	
Plastic	●	●	●	●	●	●		
Ceramic		●	●	●		●		●
Wood	●		●			●		
Stone		●	●	●				●

Performance: ● Good ● Better ● Best

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Bad Product U/X happens to everybody…

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Forward-thinking distributors:

1

"Get me ALL the data!"

2

"Build my digital brand!"

3

"Maybe AI is smarter than we are"

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Knocking Down the Barriers: Organization

Buyers and Procurement

Commerce

Product Management

Marketing & Sales

Digital Product Knowledge

1 The functions required to capture digital revenue in B2B typically are silo'd.

2 You must integrate these functions into an agile, analytics-based, market responsive merchandising machine.

3 Delivering the Digital product knowledge, UX and content that drives online revenue.

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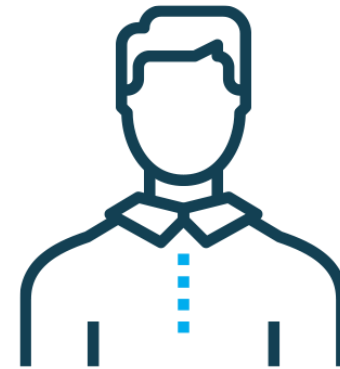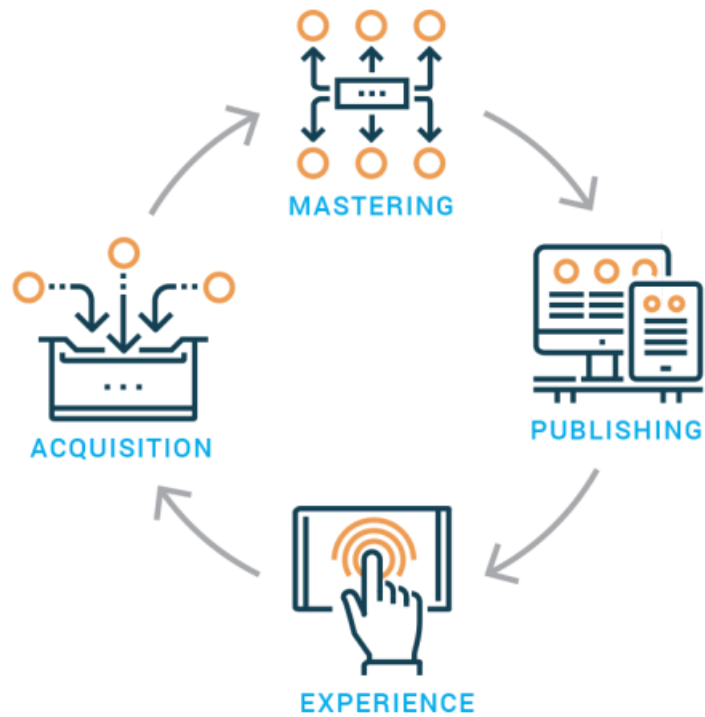|		Data Type	Navigation Ord...	Display Order	List of Values	Definition	Sample Values
▸	1 Drive Type	Text	5	5	12 Point; Combination Slotted/Phillips; Hex; Hex Socket; None; One Way; Phillips; Pin In Hex Socket; Pin In Torx; Pozidriv; Slotted; Spanner; Square...	The form, shape or standard used to turn or drive the fastener. "Hex", "Square" and "12 Point" refer to the outer shape of the head (as opposed to a circular head) and may be repeated in the Head Type. "None" is valid if comparing products in the same class (e.g. Carriage Bolts and thumb screws have no drive type.)	—
	2 Fastener Standard	Text	—	14	—	Fasteners may meet the standards of one or more organizations such as DIN (Deutsches Institut für Normung (German Institute for Standards)), ISO (International Standard Organization), ANSI (American National Standard Institute) and JIS (Japanese Industrial Standard). Capture the acronym of the standards organization followed by the number of the standard the fastener complies with	DIN 1587
	3 Finish/Coating	Text	—	11	—	The finish or coating applied to the exterior of the item. Capture "plain/uncoated" if the manufacturer specifies that the item is either plain or uncoated. Do not capture "plain/uncoated" if the manufacturer does not provide any information about the coating or finish	Chrome-Plated; Nickel-Plated; Zinc-Plated; Plain/Uncoated
	4 Head Type	Text	4	4	12 Point; Binder; Bugle; Button; Cheese; Fillister; Flat; Flat Undercut; Flat Washer; Hex; Hex Washer; Low Socket Cap; Oval; Pan; Pancake; Round...	The shape or style of the head as viewed in profile (for circular heads) or from the top (e.g. "12 Point", "Hex" and "Square" and "Socket Cap").	—
	5 Hex Key Size (Decimal Inch)	Number	—	—	—	For Hex Socket driven fasteners, the size of the hex or 12-point hex key compatible with the product	—
	6 Hex Key Size (Inch)	Number	—	—	—	For Hex Socket driven fasteners, the size of the hex or 12-point hex key compatible with the product	1/4, 3/8
	7 Hex Key Size (mm)	Number	—	—	—	For Hex Socket driven fasteners, the size of the hex or 12-point hex key compatible with the product	—

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MASTERING

PUBLISHING

EXPERIENCE

ACQUISITION

(re)THINK *PIM*

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Content to Customer Asset Flow

MANUFACTURER
Acquisition

MANUFACTURER
Mastering

MANUFACTURER
Publishing

DISTRIBUTOR
Acquisition

DISTRIBUTOR
Mastering

DISTRIBUTOR
Publishing

MANUFACTURER & DISTRIBUTOR
Experience

Digital product fulfillment requires a separate process to deliver the product information elements necessary for digital commerce.

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The product-content ecosystem is a *complex network* with no common protocol and dissimilar standards.

Distributor   Manufacturer

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What we see being tried by distributors

1 Force manufacturers to give you what you want

2 Take what you can get

3 Build a vendor portal / use a technology-enabled 3rd party service

4 Buy data from a 3rd party "data aggregator"

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5

Build customized product data
to suit your style and user experience.
"All of the above" and more approach.

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A

- Strategic supplier program exists with content involved
- Digital-first mentality (Content is King!)
- PIM, DAM, Data Quality and ecommerce content tools exist
- Content Strategy exists, owned by Director+ "Global Head" of content role
- Endless aisle or other product growth strategy drives content decisions

B

- Communications exist to suppliers specific to content
- Growing ecommerce presence
- PIM exists and holds primary product content
- Specific content department and owner exists as part of ecommerce/IT/Marketing
- New Product expansion a part of strategy

C

- Heavily "self-flagellant" manual content onboarding processes
- Immature ecommerce Presence
- Minimal content-specific technology, ERP often used as pseudo content technology
- Content owned by IT or legacy publication department
- Low New Product Onboarding Throughput

Where do you rate?

Keys to Digital Transformation

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1 **Customer-Centric Strategy**

Analytics-driven, guided by revenue

2 **Product U/X**

Align your expertise the provision of that strategy
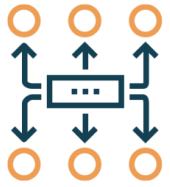
3 **Logistics and Fulfilment**

Provide access to everything

4 **Brilliant Basics**

Quality-driven, right first time, measured

5 **Collaborate with Suppliers**

Generate the win-win scenarios

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DISTRIBUTOR
Mastering

Improved revenue:
Improved click-to-order conversion ratios, Shopping Cart, and SEO

Improved profitability:
Align searches to high-grossing products
Only invest in what's working

DISTRIBUTOR
Acquisition

Improved revenue:
Cost-effective enablement of long-tail marketing/product line expansion

Improved profitability:
Reduced cost per SKU acquisition, automation of New Product Introductions

DISTRIBUTOR
Publishing

Improved revenue:
Faster time-to-market/customer/channel

Improved profitability:
Frictionless distribution guided by AI

DISTRIBUTOR
Experience

Improved revenue:
Analytics increase cart value via cross-sell and up-sell

Improved profitability:
Stop investment in global assumptions or things that drive no value