

CASE STUDY

# How B2B suppliers cut order processing time in half with Sales Layer Connect

Sales Layer Connect: a new B2B solution



After years of developing the best PIM platform on the market, Sales Layer realized that many B2B companies have purchasing needs that are very different from other industries. Thus, Connect was born.

Sales Layer Connect is the ultimate platform for B2B, a system that allows companies to centralize all their suppliers and consult their product catalogs to streamline purchasing processes. Suppliers get an easier way to digitize their catalogs, ensure they are sharing correct product information with the customer, and fulfill orders in less time.

## With Sales Layer Connect



**9 times faster**

B2B buying process  
(company - supplier)



**6 times lower**

eProcurement platform  
maintenance cost

## What are the B2B purchasing management needs for ACCIONA?

Among the pioneering clients in the implementation of Sales Layer Connect is ACCIONA, the global infrastructure projects company, which began to transform its internal purchasing processes in the water department.

For ACCIONA, the traditional purchasing process involved a lot of unproductive work: uploading and maintaining product information from suppliers, checking whether it was incomplete or outdated, and verifying that it complied with group regulations.

This resulted in a high percentage of purchase requisitions having errors and requiring assistance from the purchasing department. In addition, the brand image of suppliers and their relationship with ACCIONA were affected.

## What are the usual challenges for B2B suppliers and clients?

The main hurdle that ACCIONA detected when considering improving purchasing processes with suppliers is that barely 10% of them have a PIM system implemented. This causes problems in collecting and delivering information, as well as common errors in product data.

One course of action would have been to integrate a PunchOut gateway, but these are costly in terms of implementation time and maintenance resources.

### ACCIONA Connect: pioneers of a new way of managing B2B procurement

The Sales Layer Connect system allows ACCIONA's suppliers to create and share their electronic catalogs in seconds, without the need for technical knowledge.

Since the implementation of Sales Layer Connect, ACCIONA's suppliers face zero problems and errors when sharing their product information and managing orders. In addition, Sales Layer provides an Engagement Manager dedicated to supporting suppliers in the onboarding and maintenance of Connect.

An example of this success among ACCIONA's suppliers is Frans Bonhomme, a distributor of building materials, which has managed **to create a customized catalog for ACCIONA in a matter of hours, now fulfilling orders 70% faster.**

Like Frans Bonhomme, hundreds of other ACCIONA suppliers and more B2B companies are already benefiting from the advantages of Sales Layer's Connect system.

### Advantages of Sales Layer Connect for B2B suppliers

- ✓ Minimal time to generate and share product catalogs with B2B customers
- ✓ More than doubled agility in customer order management
- ✓ Savings in unproductive information loading times
- ✓ Reviewing the quality of information before sharing it, reducing returns
- ✓ Reduction of time in receiving order requests, which increases the number of purchases
- ✓ Sending alerts when there are changes in product data (such as prices)
- ✓ A scalable system where it is easy to add more product information
- ✓ Dedicated project and Supplier Success manager



Discover Sales Layer Connect experience by yourself

Frans Bonhomme: orders processed 70% faster

Watch the video

