

20.21.22 _
SEPT 2022

PARIS
RETAIL
WEEK

—
PARIS EXPO
PORTE DE
VERSAILLES
PAVILION 4



PARIS RETAIL WEEK 2022



—
LET'S REINVENT CUSTOMER
EXPERIENCE

COMEXPOSIUM

#ParisRetailWeek

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WEEK**

 **OROCommerce™**

Oro Revolutionizes Commerce

www.oroinc.com





Created in 2012



6 Countries



+150 Employee



+100 Customers

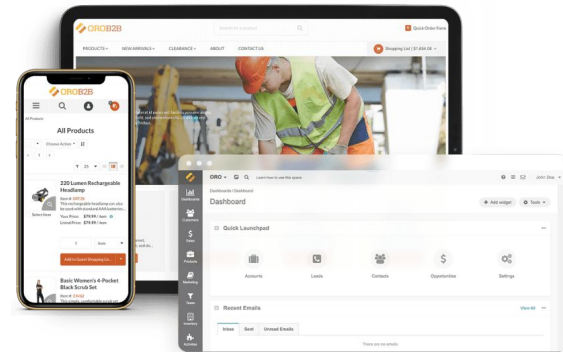


450 000
Installations

About Oro

Positioning : Oro is a B2B eCommerce and Marketplace platform and application editor

Our mission is to support B2B players in their digital transformation and to help manufacturers and distributors to offer a better relationship with their B2B customers.



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Customer Highlights



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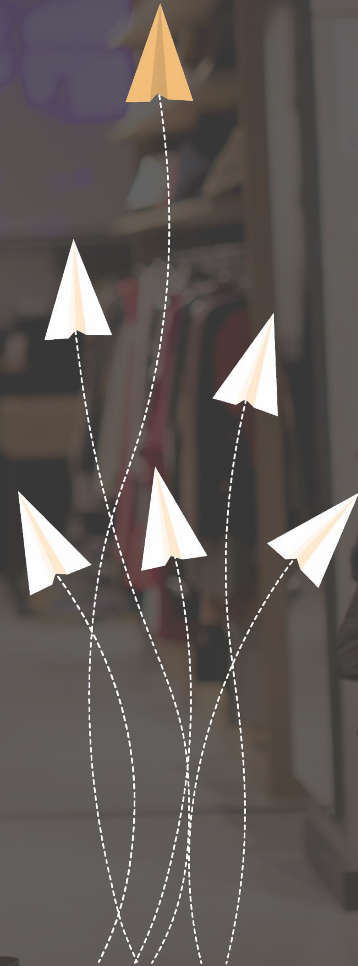
B2B eCommerce Platform vs B2C eCommerce Platform

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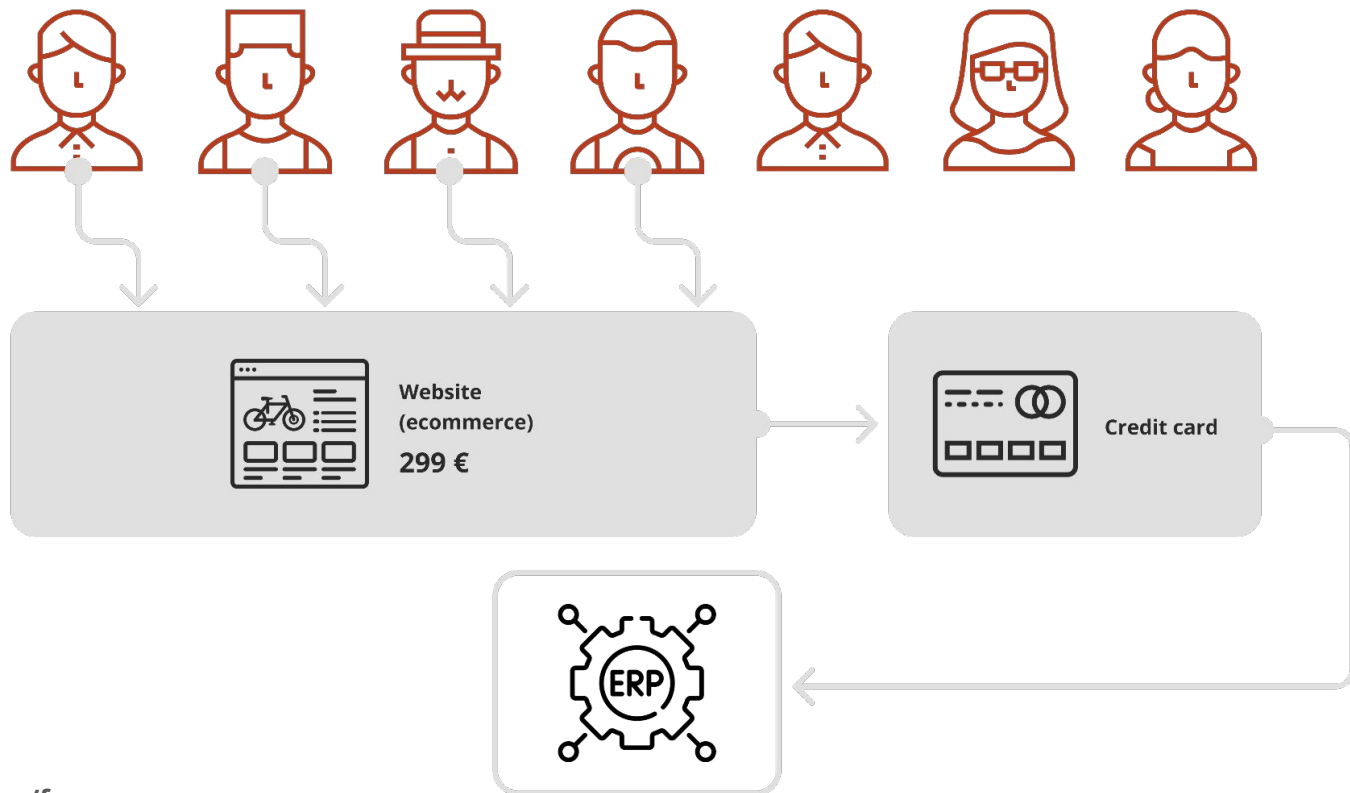


Operational Differences

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Classic B2C

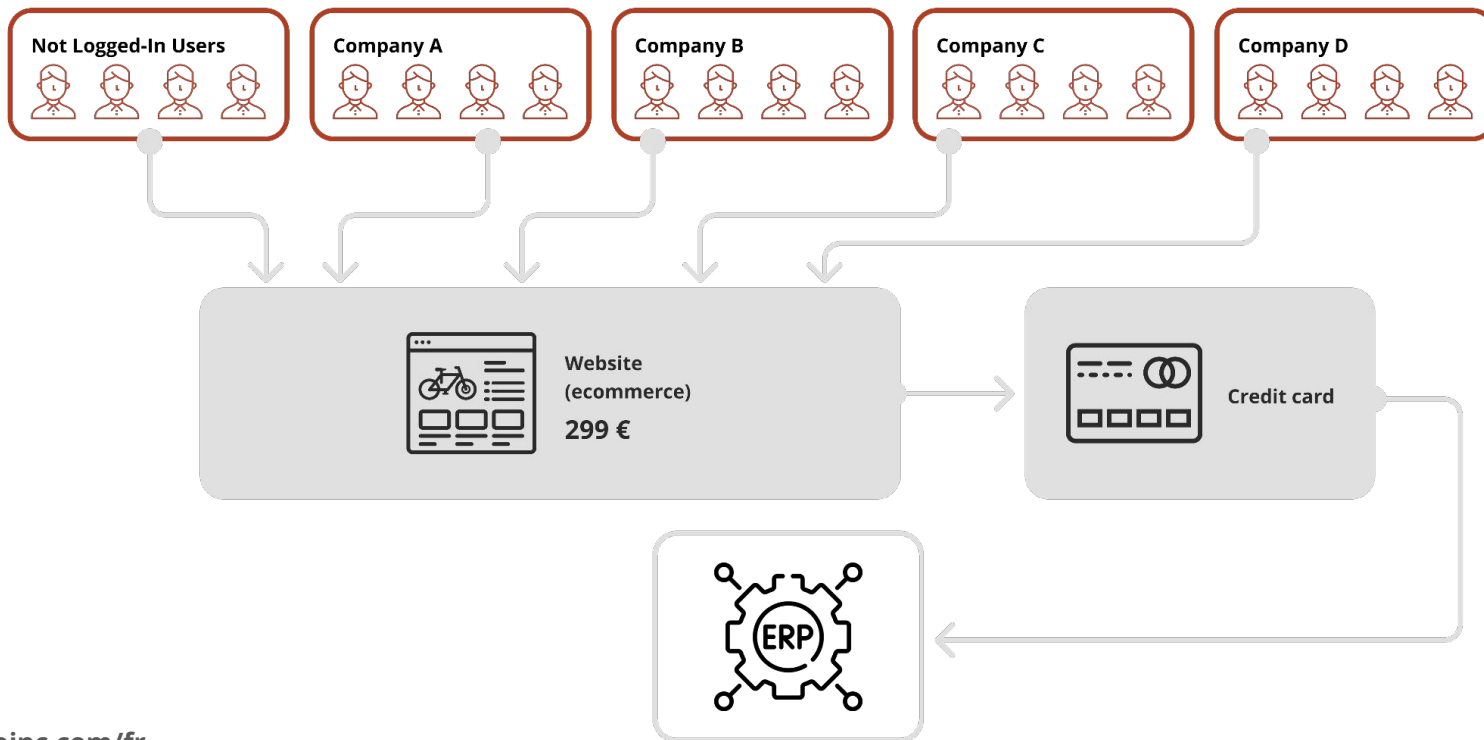


Difference #1: Individual vs Company

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Difference 1

Person VS Company

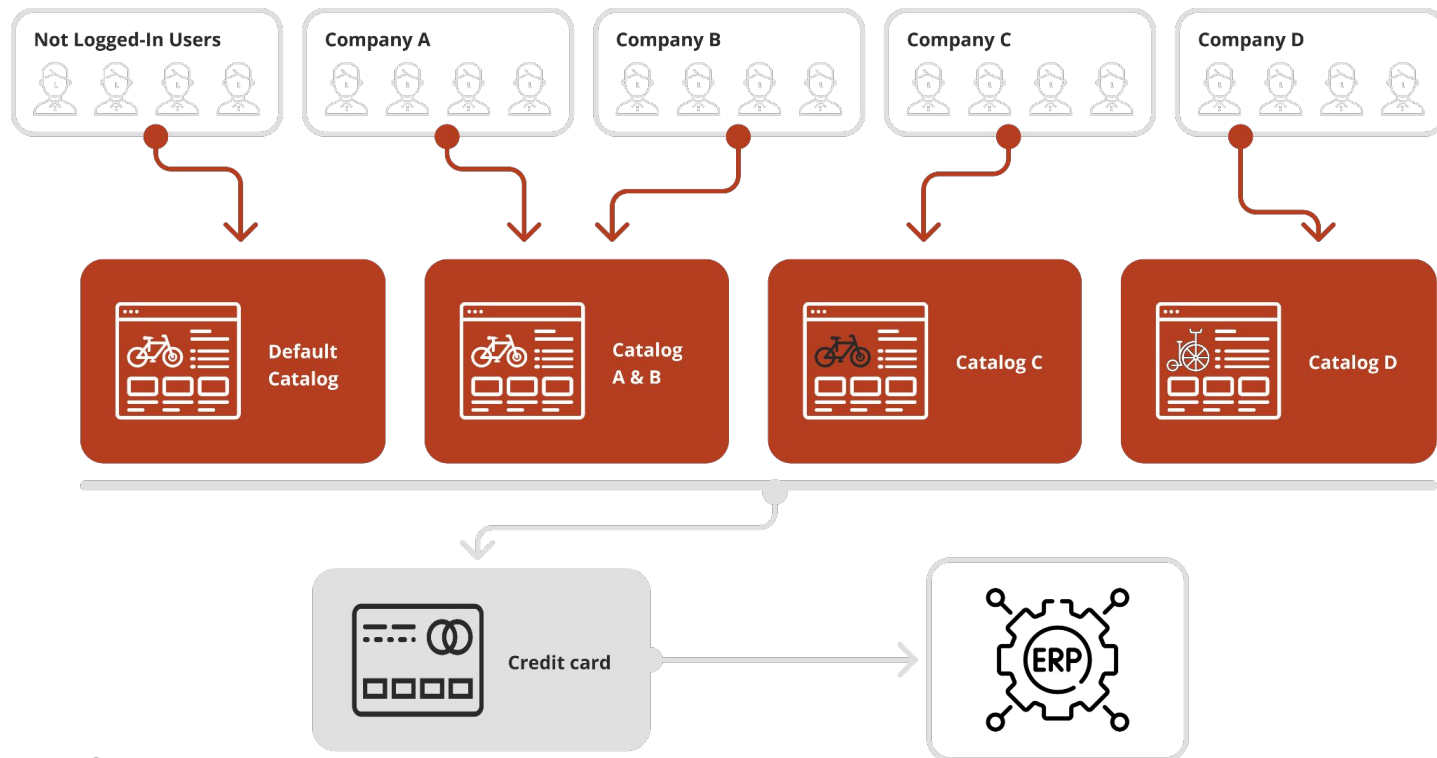


Difference #2: Catalogue Varies by Company

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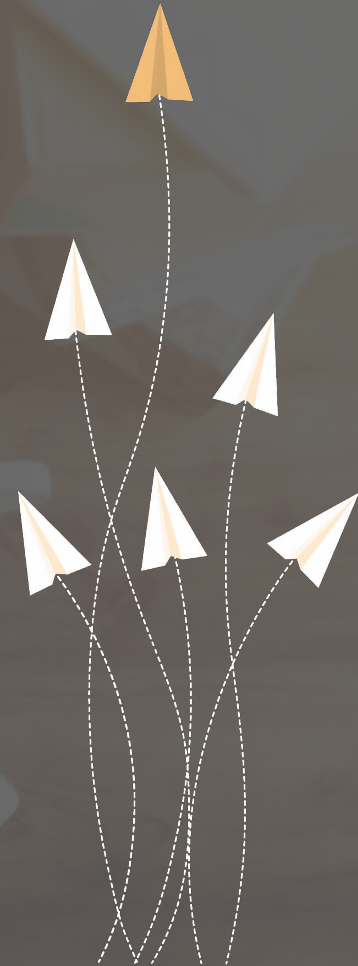
Difference 2

Not the same Catalog by company



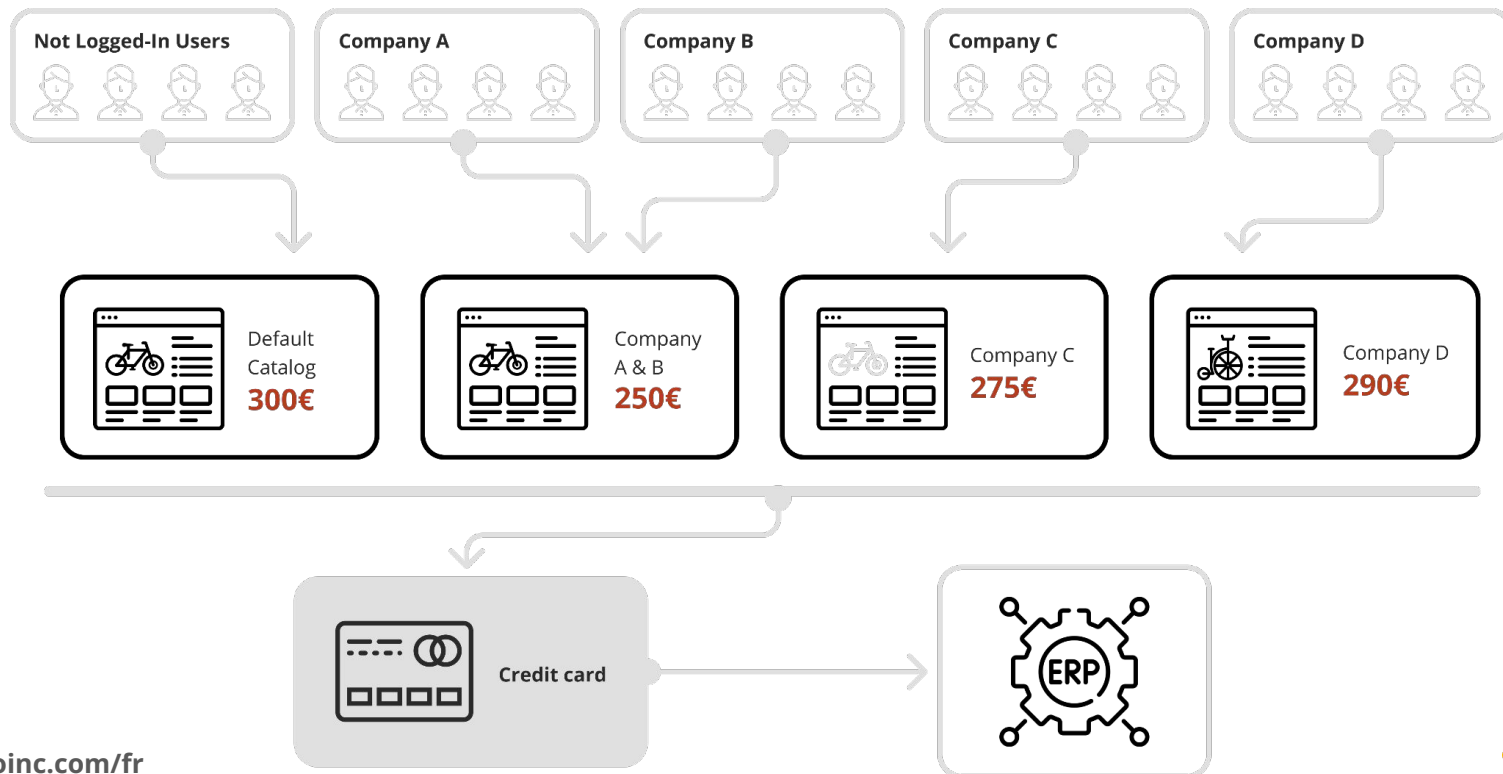
Difference #3: Pricing Varies by Company

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Difference 3

Not the same price by company

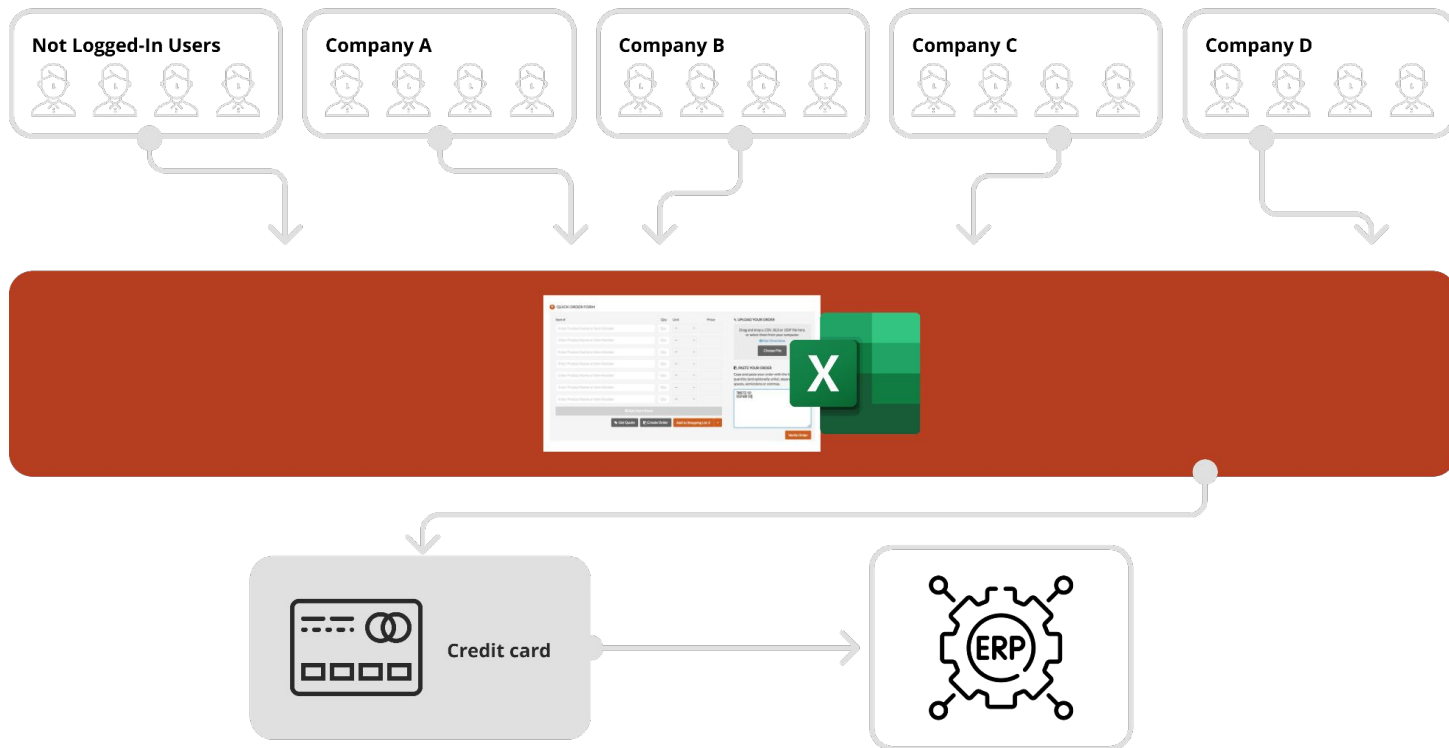


Difference #4: "Quick" Order Forms

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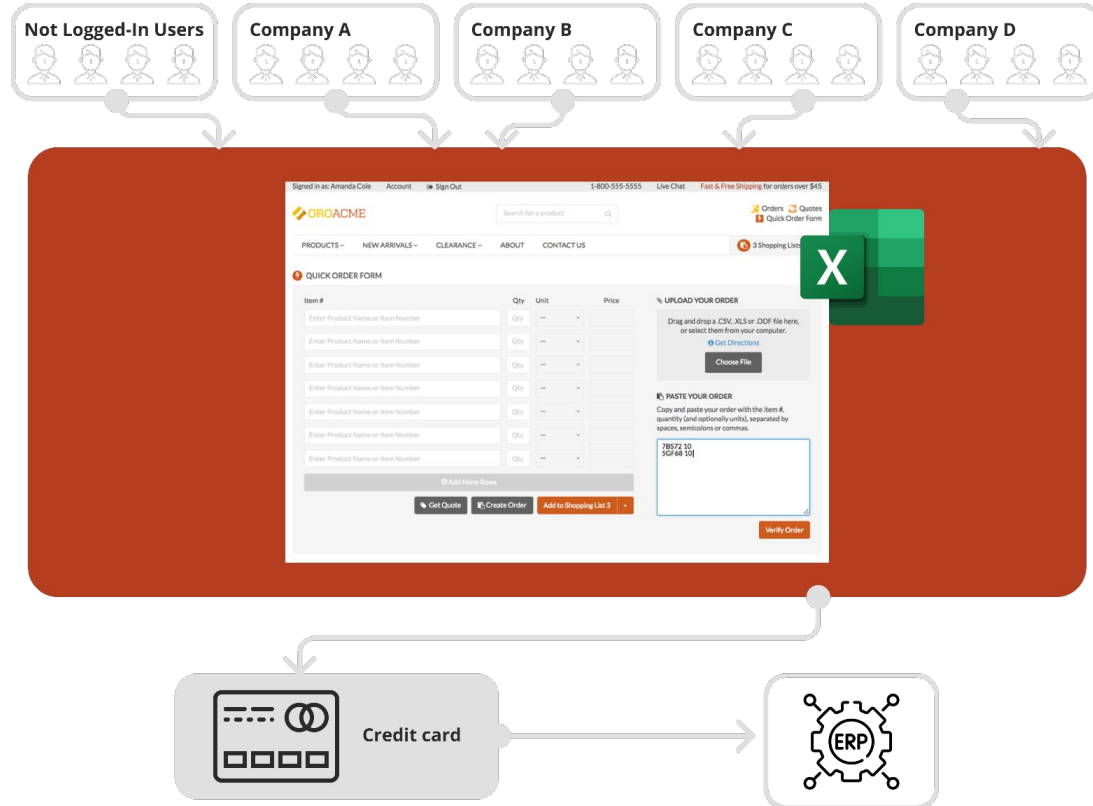
Difference 4

Quick order



Difference 4

Zoom on Quick order

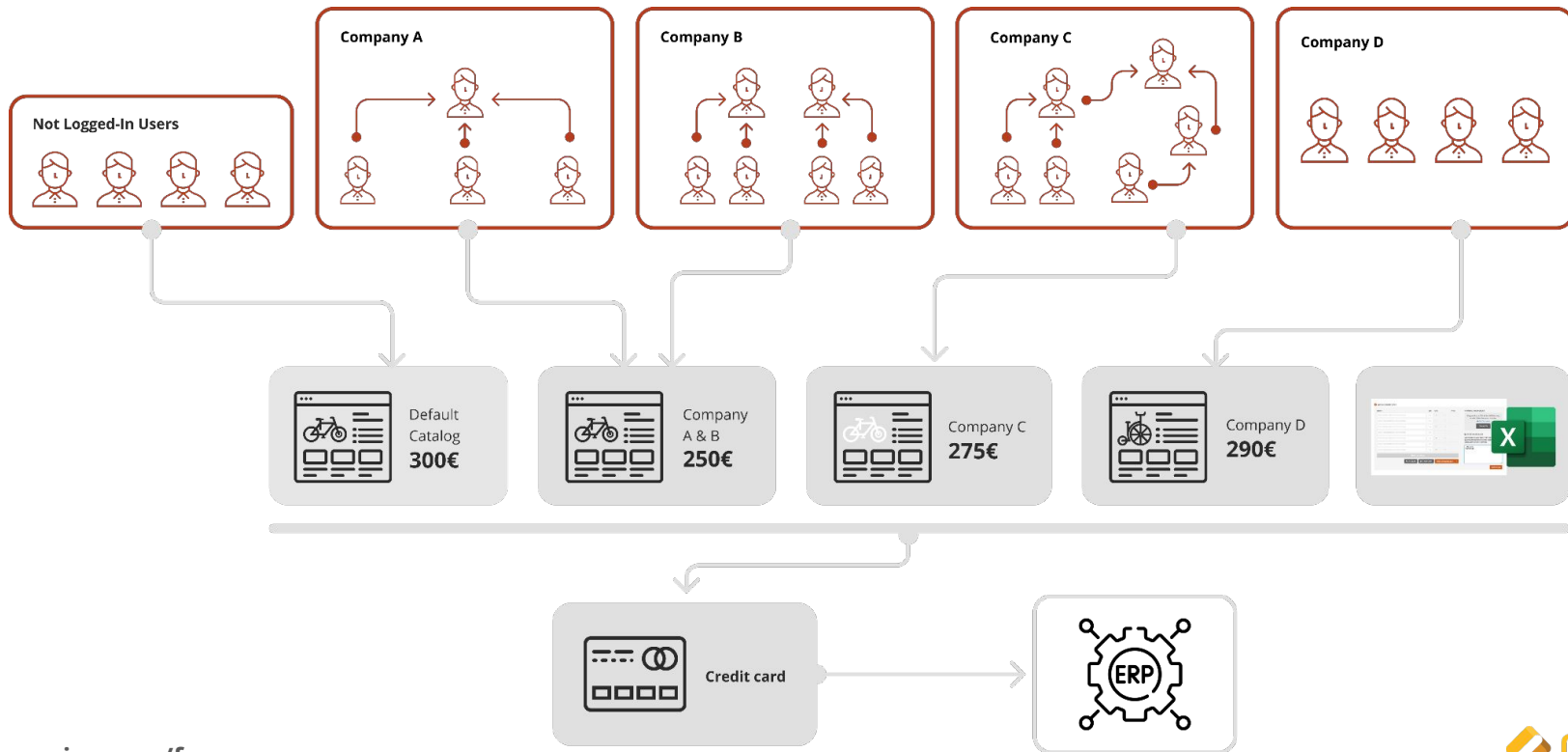


Difference #5: Approval Workflows

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Difference 5

Workflow for validation

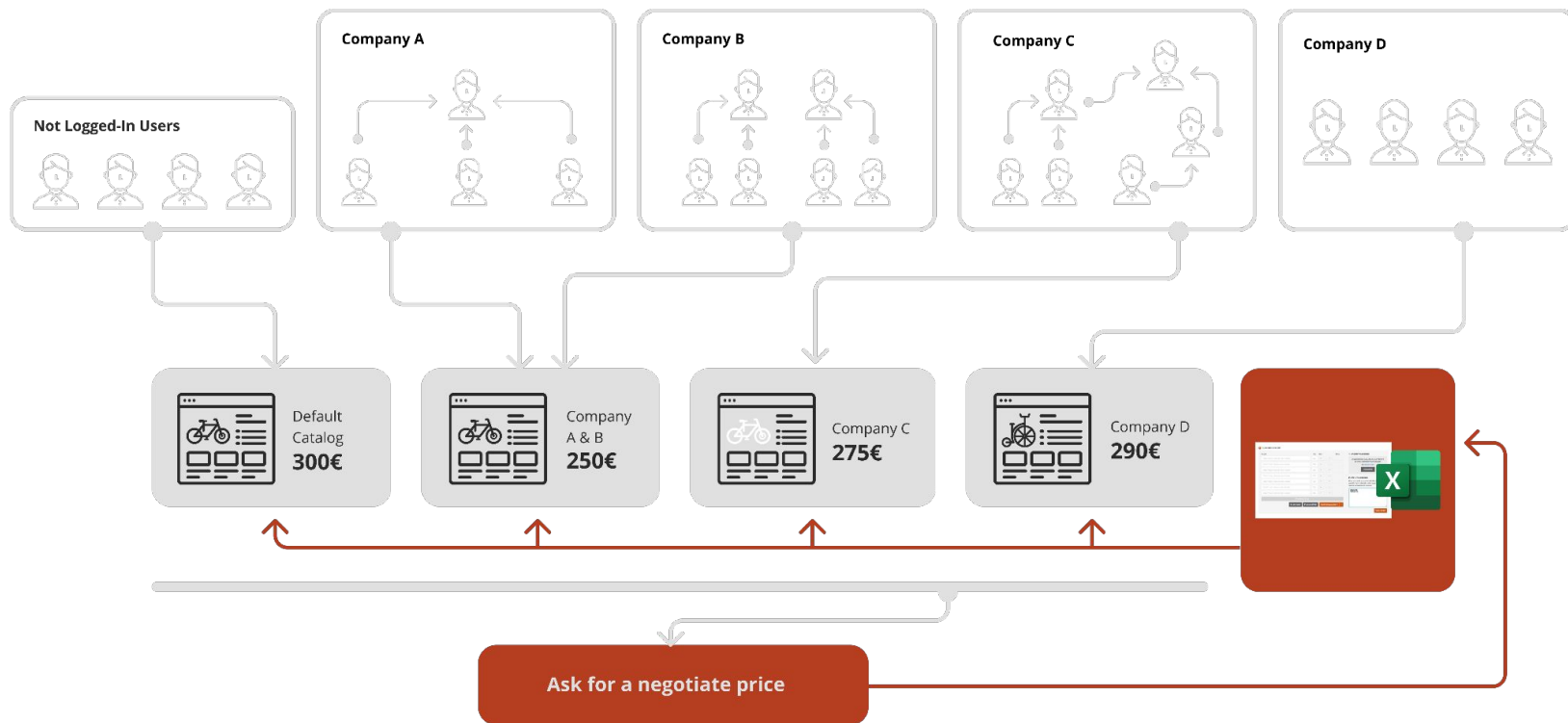


Difference #6: RFQs and Price Negotiation



Difference 6

Quotes to help buyer and seller

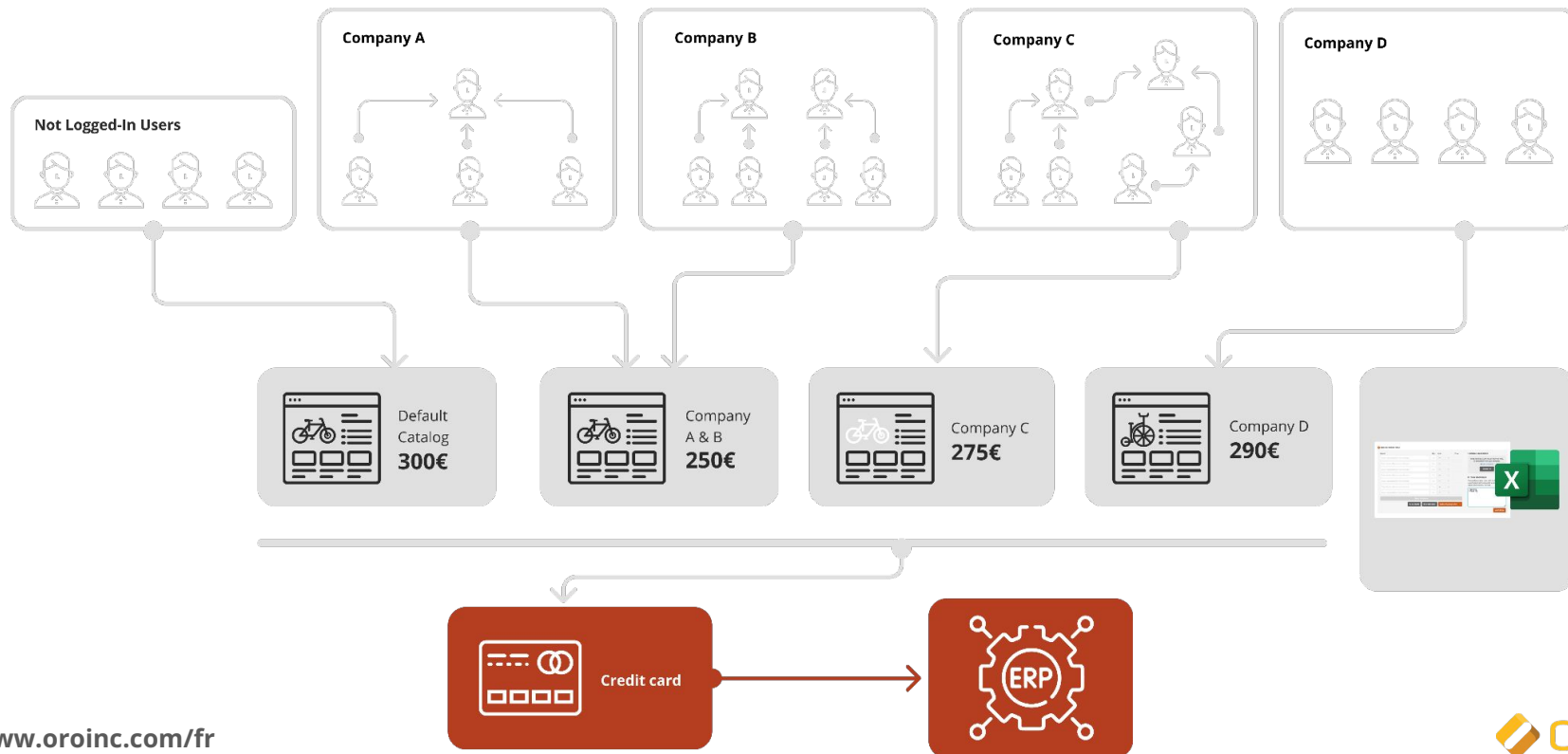


Difference #6: Payment Types

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Difference 7

Payment Credit card or ERP

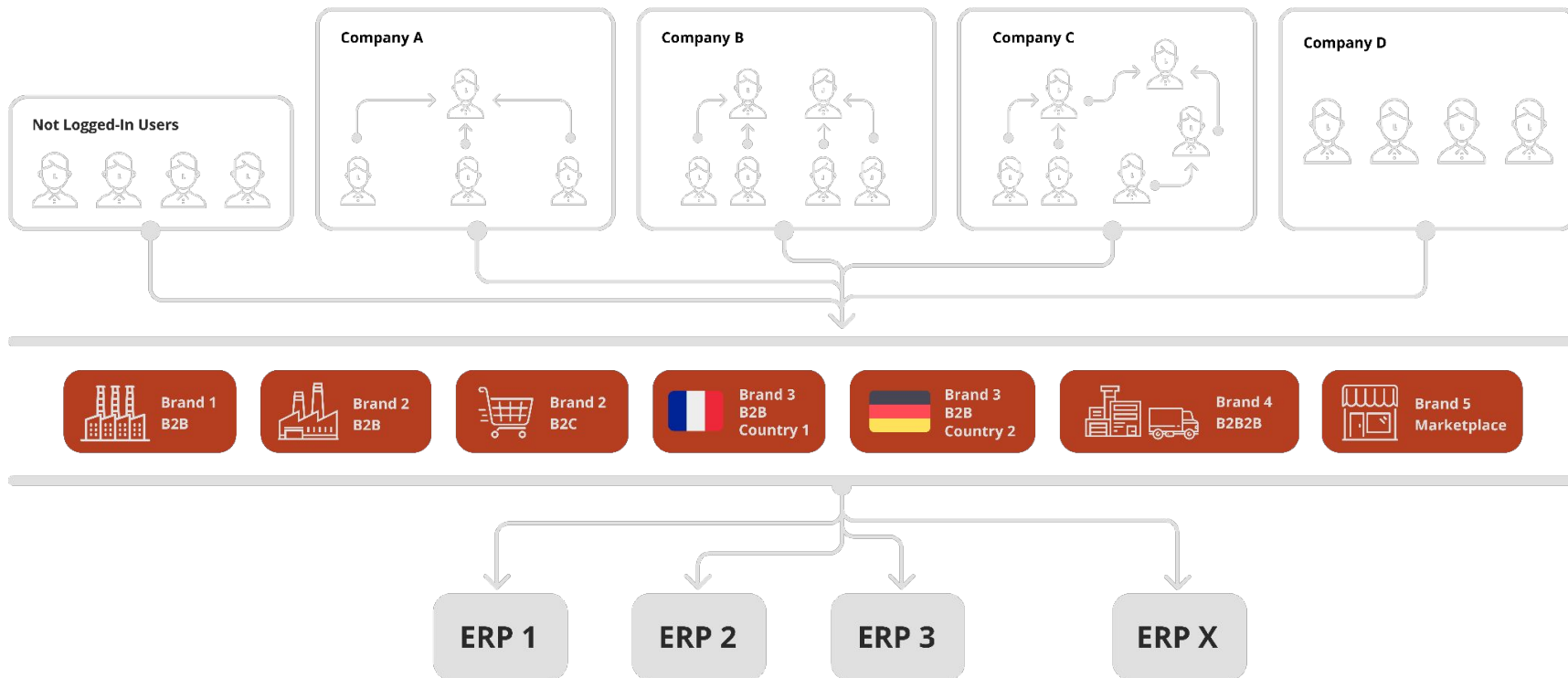


Difference #7: Multiple Business Models under One "Roof"

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Difference 8

Multiple business models under one "roof"

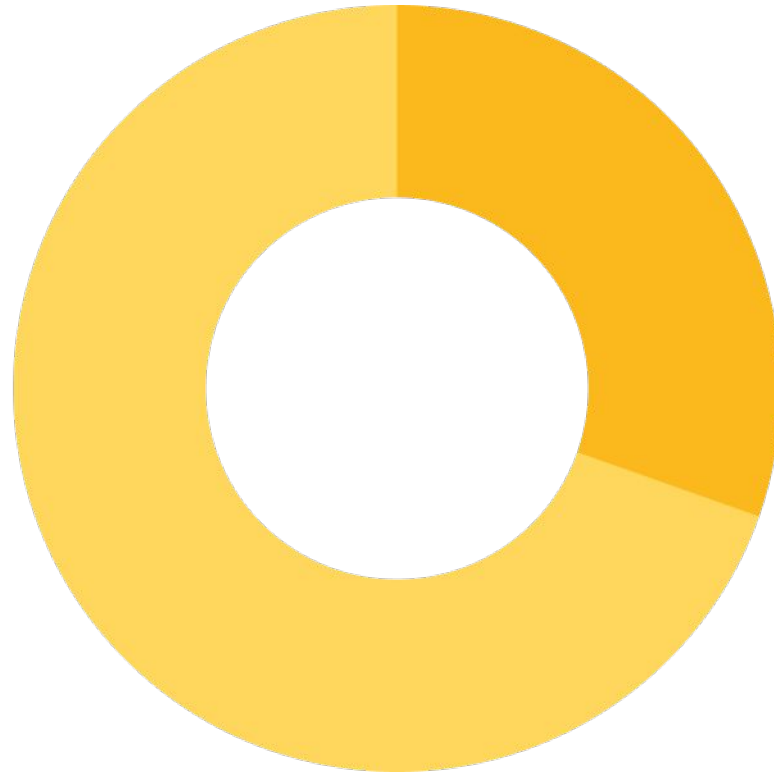


B2B eCommerce Market

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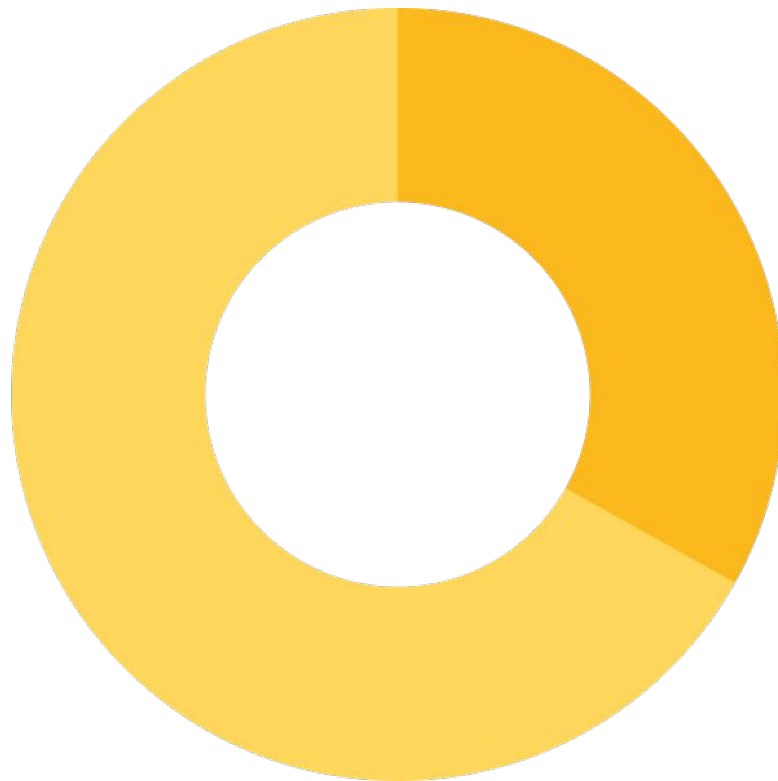
B2B customer Project Types

- Replatforming Project **30,3%**
- First eCommerce project **69,7%**



Manufacturers/Distributors

- Manufacturers
37,1%
- Distributors
62,9%



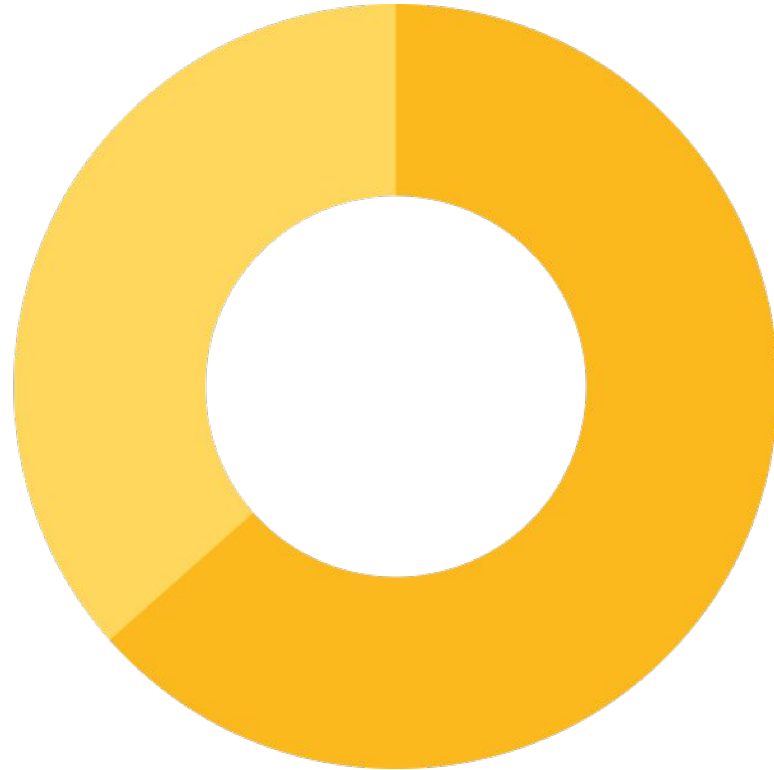
1st eCommerce/CRM Project vs Replatforming

- 1st eCommerce/
CRM Project
65,7%
- Replatforming
Project
34,3%



Unique Project vs Multi-projects

- Unique Project
64,8%
- Multi Project (B2B & B2C, Multi Brands, Multi Countries)
35,2%



Why Customers are doing a B2B E-commerce project?



01

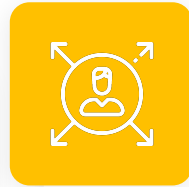
Replatforming

Old platform
Obsolete:

- ◆ Technical / Safety
- ◆ Customer expectations
- ◆ MRO
- ◆ Version upgrade

TRIGANO

France Air



02

New Channel

- ◆ Customer Acquisition
- ◆ Customer Portal
- ◆ E-procurement



CdiscountPRO



03

+ % Margin

Reduce operational cost

- ◆ Incoming calls
- ◆ Small orders
- ◆ Small customers



04

Don't lose great customers

- ◆ More and more customers require in the RFP contract to have an e-commerce channel



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