



RETOS OMNIFICANALIDAD B2B

Renato Lopes

<https://www.linkedin.com/in/renatolopes/>



RETOS OMNICANALIDAD EN B2B

- Omnicanal
 - Oferta coherente en distintos canales
 - Incremento Cross & Up Selling / Share of Wallet
 - Expansión geográfica
 - Nuevas categorías Productos & Servicios
- Consideraciones
 - ¿El producto viaja bien?
 - Diferenciación Surtido : costes logísticos y complejidad
 - Diferencias Precios : Intermediarios / Traders
 - Información comparativa

WEB COMPARATIVA PRECIOS & STOCKS IT SCOPE

The screenshot displays the IT Scope website interface for a product comparison. The top navigation bar includes the IT Scope logo, a search bar, and a shopping cart icon labeled 'GENERAL CART' with a total value of €22,324.66 and 12 items. There are also notification icons for 27 alerts and 588 messages. The main content area shows the product 'AMD EPYC 7302P - 3 GHz - 16-core' with tabs for 'Sources of supply', 'Street prices', 'Technical data', 'History', and 'Description'. Below the product name, there are filter options: 'Grouped by Availability', 'Filter', 'Tags', 'Exclude tags', and 'Hint'. A 'Product categories' dropdown menu is open, showing 'In stock' selected. The main table lists the following data:

	Distributor no.	Availability	Price	
▼ In stock				
everIT	572549022	18 In stock	€750.28	Add to cart ▼
CTT Computertechnik	419454	8 In stock	€765.00	Add to cart ▼
Mindfactory	8942708	4 In stock	€772.43	Add to cart ▼
Happyware	CPU-EPYC-7302P	19 In stock	€789.00	Add to cart ▼
Ingram Micro Deutschland	B961272	28 In stock		Setup



RETOS OMNICANALIDAD EN B2B

- Clave: Solidez de la Política Comercial / Precios
 - Rangos precios para cada producto
 - Proteger márgenes a largo plazo / distintas regiones
 - Recuperar inversiones



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