

HYLIGHT COMMERCE FOR WHOLESALE DISTRIBUTION

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Many wholesalers and distributors realise that their customers now expect an online, B2C-style shopping experience. It is no longer good business to rely on call centres, catalogues and manual methods to manage your clients' accounts.

B2C Experience for B2B

Hylight Commerce for Wholesale Distribution is a software-and-services package designed specifically by Greenlight for midsize and large wholesale and distribution businesses.

Powered by SAP Commerce Cloud, it has all the eCommerce functionalities needed to drive online sales and improve customer experience. It integrates into your ERP meaning you can easily manage pricing and inventory, ensuring your clients are seeing 100% accurate product information.

Self-service capabilities let customers view their complete ordering history, get personalised pricing and place repeat orders 24/7, freeing up your sales representatives to work on more complex, large sales.

Hylight for Wholesale Distribution enables you to deliver a shopping experience that meets customer expectations with B2C-calibre usability, personalisation and functionality.

Find out more

www.greenlightcommerce.com/e-commerce-for-wholesale-distribution/
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SAP® Qualified
Partner-Packaged Solution

SAP® Recognized Expertise

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Packaged Solution Highlights

1. Transition to a new web store as fast and easy as possible
2. Enhanced features built on the leading B2B Commerce Suite – SAP Commerce Cloud
3. Cloud delivered software provided as a service – no customer technical staff needed
4. Monthly cost based on a cap-ex model (other commercial options also available)
5. Digital growth marketing services included

Boost your Business

Hylight Commerce is a software-and-services package based on SAP Cloud Commerce and our extensive B2B and B2C experience. You can be live within as little as 18 weeks.

One of our clients has achieved a monthly 106.5% increase in conversion rates compared to the same time last year and a 57% increase in transactions.

Here are some of the benefits you could achieve with Hylight Commerce:

- › 40-70% increase in online revenue for you and your retailers
- › 40-60% more visits to your website
- › 20-40% higher average order value
- › 15-25% higher average order value for your B2B buyers

“We are delighted with the new B2B website that Greenlight Commerce designed and delivered for us on SAP Commerce Cloud. More importantly, feedback from our members has been extremely positive – our biggest member recently told me that it is saving him four hours a day.”

Stuart Cook, CEO of Combined Independents Limited,
Director of Euronics

FIND OUT WHAT'S POSSIBLE FOR YOUR BUSINESS

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