

Mobile Apps for Business to Business Commerce

MAS 490: Theory and Practice of Mobile Apps

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What is B2B?

- **Business-to-business (B2B)** describes commerce transactions between businesses, such as between a manufacturer and a wholesaler, or between a wholesaler and a retailer.
- Contrasting terms are business-to-consumer (B2C) and business-to-government (B2G).
- The volume of B2B (Business-to-Business) transactions is much higher than the volume of B2C transactions.
- A typical supply chain includes many B2B transactions involving sub components or raw materials, and only one B2C transaction - sale of the finished product to the end customer.

Where it all began: EDI

- **Electronic data interchange (EDI)** is the structured transmission of data between organizations by electronic means.
- It is used to transfer electronic documents or business data from one computer system to another computer system without human intervention.
- It is much more than mere e-mail. Organizations replace invoices and even paper payments with appropriate EDI messages. It also refers specifically to a family of standards.

The next step: ebXML

- eXtensible Markup Language (XML) is a development following HTML that made the language more rigorous and more customizable.
- **e-business XML**, or **ebXML**, as it is typically referred to, is a family of XML based standards whose mission is to provide an open, XML-based infrastructure that enables the global use of electronic business information in an interoperable, secure, and consistent manner by all trading partners.

What is B2B?

- B2B is also used in the context of communication and collaboration.
- Many businesses now use social media to connect with their consumers (B2C); however, they are also using similar tools within the business so employees can connect with one another.
- When communication takes place amongst employees, it can be referred to as "B2B" communication.

Ten ideas for B2B mobile apps

- **1.) Supply Ordering App:** Create a supply ordering app that lets people order new supplies by photographing a bar code on the product they need restocked. Users can securely store their shipping and billing information in the app, edit the quantity, and quickly get more of the supplies they need. Make their lives even easier by tapping into their buying history and providing push notifications for when they are likely running low on a certain supply. You should also include reviews, recommended products, and shipping status notifications for a superior experience.

Ten ideas for B2B mobile apps

- **2.) Event App:** Plan on hosting an event this year? Create an event-specific app with exhibit maps, session schedules, speaker bios, and attendee-provided contact information for networking. You can also let people push out messages to Twitter, LinkedIn, and Facebook right from the app.
- **3.) ROI Calculator:** The ROI calculator is a tried and true app for business people who are constantly on the hook for proving ROI. Whatever action you want your prospects to take, an app that lets them quickly calculate the ROI of some aspect of it not only makes them happier, but it also makes your sale easier.

Ten ideas for B2B mobile apps

- **4.) Code Generator:** Have an audience that has to do online design during their day job? Create a code generator to make it easier! For example, a marketer who is a novice with HTML might select your HTML code generator to quickly figure out how to code her next email campaign. That's one helpful app that can be used over and over, and spread to a wider audience quickly.
- **5.) Security Alert App:** Are your customers concerned with online security? People in IT security or software can create an app that delivers security alerts when customers experience a security breach. IT departments the world over will love you for it.

Ten ideas for B2B mobile apps

- **6.) Networking App:** Use the location-aware capabilities of mobile devices to create an app that lets your prospects and customers find people in their industry with which to network. Couple this with thought leadership content delivered through your app, and you're on your way to becoming the LinkedIn of your industry.
- **7.) Content Segmenting App:** Is your content one of your biggest assets? If you're publishing high volumes of content, create an app that lets your readers select only the topics they want to learn about, and receive updates when you publish something new on that subject.

Ten ideas for B2B mobile apps

- **8.) Software Features App:** If you're a software company, make an app that lets people use features of your software on their mobile devices. For example, create an app that alerts your sales team when a new lead needs to be contacted. This way, they can beat your competitors to the punch and make sales even when they're not at their desk!
- **9.) Calculator App:** B2B companies with an audience in a mathematical field can create a calculator app. Provide quick calculations based on frequently used formulas to help them out in their day-to-day job. This will solidify your status as a reliable and helpful resource in your industry and make you a part of their daily lives.

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- **10.) Legal Compliance App:** Do your prospects and customers work in a highly regulated industry? Create an app that answers legal questions, delivers results for government guidelines, and provides safety requirements so people can figure out if they're being compliant at all times.
- And a look at marketing:
- <http://www.slideshare.net/ckEpiphany/b2b-mobile-marketing-why-mobile-for-b2bs>