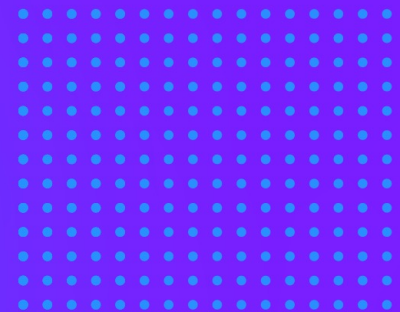




# How mobile is changing the market: the importance of mobile for driving commerce forward

**Kris McKee**

Director of Product,  
Commerce

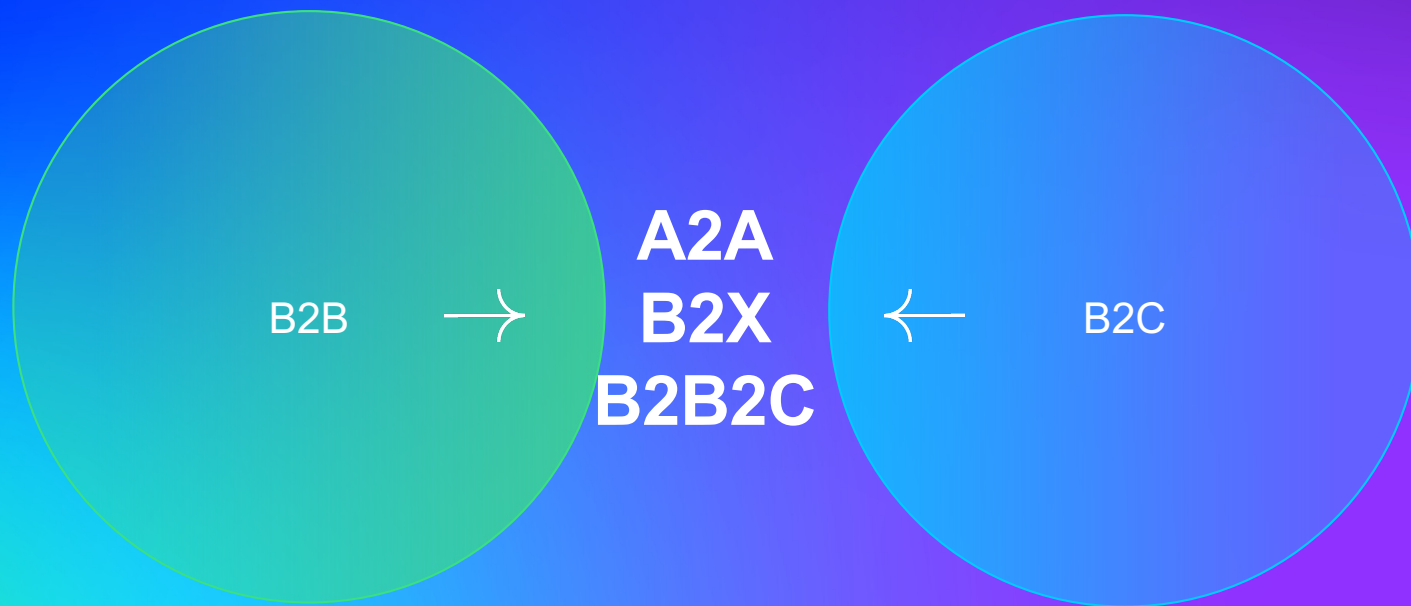




# Composable Commerce



# B2B & B2C Converging





Changing preferences

**Digital native  
generations now  
control the spending  
and ordering dollars.**





Rising expectations

**Mobile experiences  
are now expected at  
the same level as  
having a commerce-  
enabled website.**

More devices and channels

**Most commerce  
customer journeys  
pass through a  
mobile touchpoint  
before completion.**







## Mobile is BIG in B2B

**60%**

B2B buyers who said that mobile played a significant role in a recent purchase, with 80% of buyers already using mobile for work purchasing decisions.

(BCG)

## Mobile is end-to-end

**1 in 4**

B2B buyers who bought a product online purchased through mobile, and 91% B2B buyers began their search on a mobile device.

(Frost & Sullivan)

## Mobile is driving loyalty

**>90%**

B2B buyers who report that a superior mobile experience are likely to buy again from the same vendor vs with 50% who reported poor experience.

(BCG with Google)

# What have we heard from customers?

*"Mobile is becoming a more salient **strategic investment** – we need to invest here."*

*"We are dedicating more development resources to mobile to build **sophisticated buyer experiences**."*

*"Advanced customization with OOTB configurability allows us to **respond** to customer feedback **quicker**."*

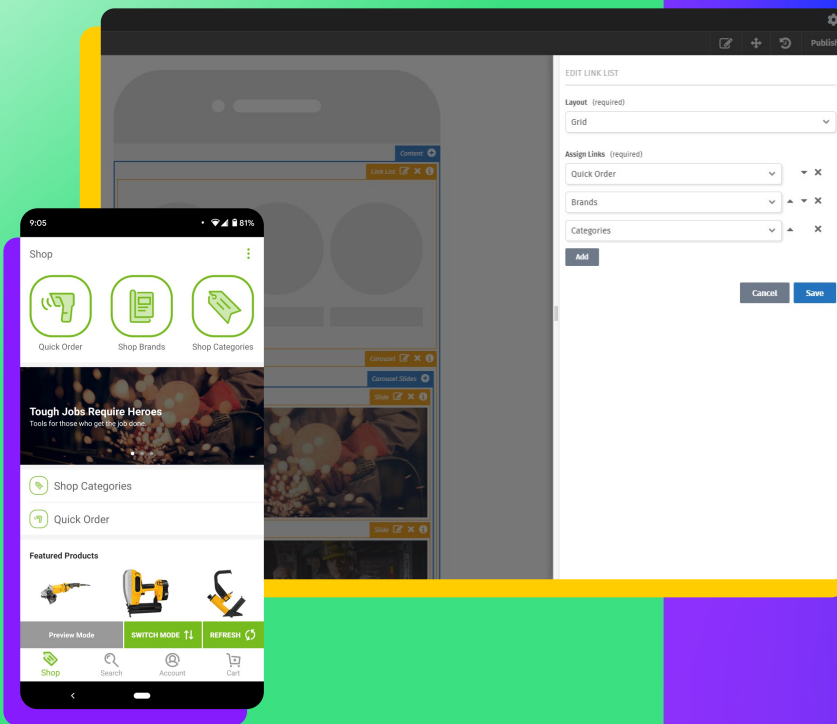
Current offering:

# Optimizely Commerce Mobile Native App

## Full functionality out of the box

- Barcode scanner using mobile camera
- Product search
- Fingerprint functionality to login & authenticate
- User account access
- Search and Filtering
- Cart & Checkout
- & more

No development needed out of the box!





**Current offering:**



# More flexibility with the Mobile SDK

## **Extend your brand**

Deliver a seamless and consistent experience across your website and mobile applications with more control.

## **Deliver your strategy**

Access developer-friendly tools to adapt technology around the way you run your business.

## **Add more value**

Innovate your mobile commerce experience. Streamline and become more efficient with new workflows—delight customers with better service experiences that fit the need onsite.

# Unlock Limitless Innovation

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with



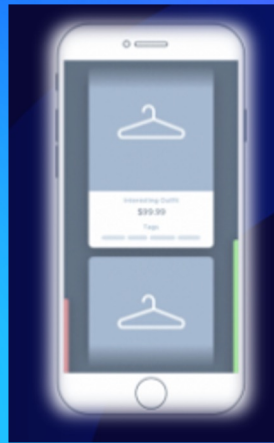


**Unlock Limitless Innovation**  
with Optimizely; now supercharged by Google.

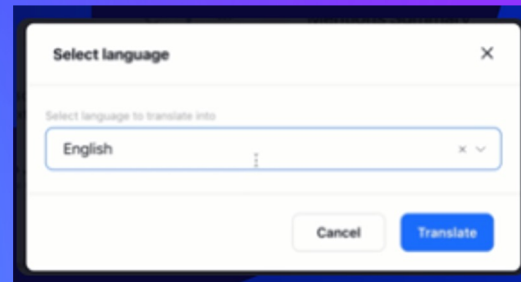
Search



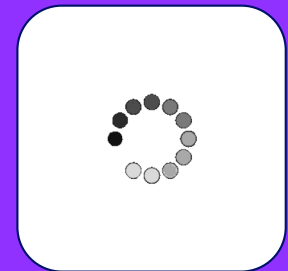
AI Product Recs

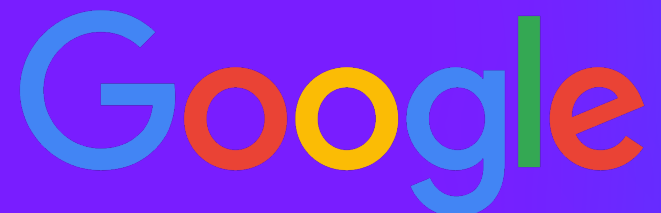


Translations



?





**Spencer Bischof**

Customer Engineer, Google









# Benefits of Flutter ... coming to Configured Commerce

Flutter is a UI toolkit and SDK built by Google for developing cross-platform applications for mobile, web, and embedded devices



**Build once for  
any mobile  
platform**

- ✓ **One codebase** can be used for multiple mobile and web platforms
- ✓ Uses a declarative programming language **Dart**
- ✓ Supported in Windows, Linux, and Apple OS
- ✓ Can be used to make responsive UIs (User Interface) for **any screen size and resolution**
- ✓ Developers have access to **pre-built widgets** that conform to specific mobile design languages (Material Design for Android, Cupertino for Apple)
- ✓ **Fast** development time compared to other cross-functional platforms

# Having a mobile strategy is critical, but you have options ...



## **Opti's Flutter SDK out-of-the box**

Launch in mid-2024 will include all features of Opti's existing mobile app; new feature development



## **Opti's Flutter SDK with customization**

Start with OOTB features, and add more features with SDK



## **Use headless APIs to build a PWA**

Build your own mobile experience with a PWA, offering notifications



## **Use headless APIs to build or partner**

Build your own fully custom solution with our APIs, leveraging your partner, or a mobile-focused partner

**valtech\_**

 **moblico**

# Doing mobile right ...

Providing efficient mobile solutions for your B2B customers is more important than marketing



In-the-field  
ordering



Request a  
quote



Sales rep  
communication



Delivery  
tracking



Promotional  
offers



Approval  
workflows



Barcode  
scanning



Questions and  
troubleshooting



Document  
distribution



Push  
notifications



Product  
inquiry



Loyalty and  
incentives



Image search



Announcements

# Panel Discussion: Driving commerce forward with Mobile



**Kris McKee**

Director of Product,  
Optimizely



**Nate Wotruba**

Director of IT Services,  
Amerhart Ltd.



**Dave Pelgorsch**

E-Commerce and  
Marketing Manager,  
Consolidated Supply Co.



**Sheila Paggen**

Director of E-Commerce,  
Dakota Supply Group







# Thank you!

Please reach out to our mobile team to learn more about our Mobile SDK offering:



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