

## B2B Order Automation with Shopspray Punchout

**Connect your Optimizely (Episerver) commerce product catalog with your customers ERP/procurement solutions with Shopspray's punchout add-on.**

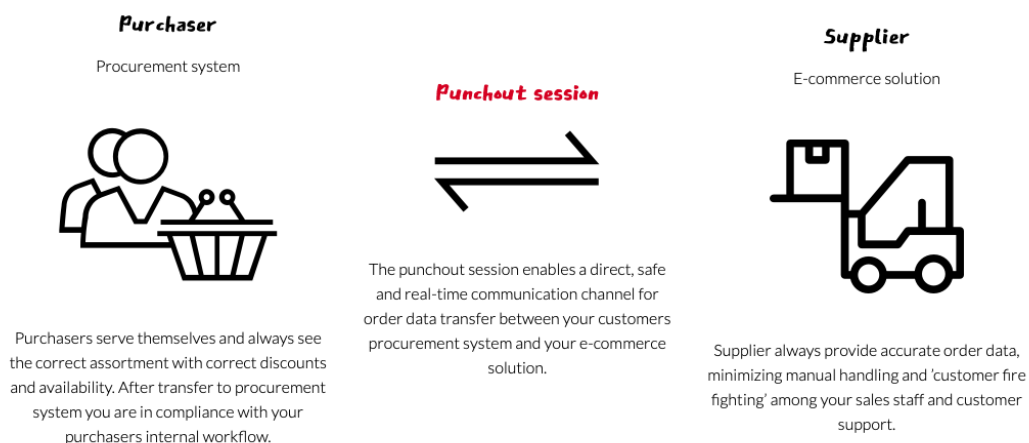
With the Shopspray Punchout add-on for Optimizely your existing product catalog in your Optimizely (Episerver) Commerce Cloud solution becomes your punchout catalog. With Shopspray Punchout no external 3rd party punchout solution or catalog is needed.

Furthermore, you can leverage all existing customer, product and campaign logic already built in your Optimizely solution.

You control your customer, product and order data (for compliance with GDPR).

Shopspray Punchout is future proofed in all aspects with continuous support for the Optimizely roadmap & versions and has continuous support with regards to punchout exchange protocols and data exchange options.

### What is Punchout?



Punchout is in short a process that enables the purchaser to initiate an ordering session on the supplier's commerce platform from their ERP/eProcurement.

## Why Order Automation with punchout?

The ability to connect your ecommerce site with your purchaser's eProcurement solutions securing fully digital ordering flows, is rapidly increasing in importance, and is becoming a prerequisite for purchasers.

Demands for fully digital order compliance, purchaser workflow compliance and overall purchaser convenience, are all drivers in this aspect.

- ⇒ Act on customer eProcurement demands with a smooth ordering process and full order work flow compliance
- ⇒ Minimize order errors
- ⇒ Minimize customer support 'fire-fighting'
- ⇒ Digitize and standardize your commerce ordering interaction with your customers
- ⇒ Enhance customer satisfaction and buying frequency
- ⇒ Get rid of 3rd party dependencies, and custom developed punchout-like solutions, since Shopspray Punchout is a native add-on for Optimizely

***"Research by Gartner found that 44% of Millennials prefer no sales rep interaction at all in a B2B purchase setting, and projects that by 2025, 80% of B2B sales interactions between suppliers and buyers will occur in digital channels."***

## Key features



### Native Episerver Commerce Platform Functionality

It's all there: session handling, cart return wrapper, customer configuration, template configuration and converter configuration.



### Cloud Enabled

It really doesn't matter if your installation is on-premise or cloud based. The Shopspray punchout add-on for Episerver is for all types of Episerver solutions. We have clients running both on-premise and Episerver DXC (Digital Experience Cloud).



### Multiple Procurement Support

Your purchasers procurement solution is never a problem with Shopspray Punchout. We support: SAP, SAP Ariba, Coupa, Dynamics 365, Dynamics NAV 365, Oracle/Peoplesoft, Exact, Unimarket, Jaggaer (SciQuest), and many more.



### Using Common Standards

We love standards. Shopspray Punchout supports cXML, OCI (OCI4, with backwards compatibility to OCI3) and OBI.



### Fast implementation

Installing Shopspray Punchout on Episerver is fast. Usually just a few hours for the actual add-on and from a few days to couple of weeks fitting to your customers demands.



### Easy Customer Adaption

With Shopspray Punchout you can easily on-board new customers and change status on existing customers directly in the Episerver editor interface.



### API Based

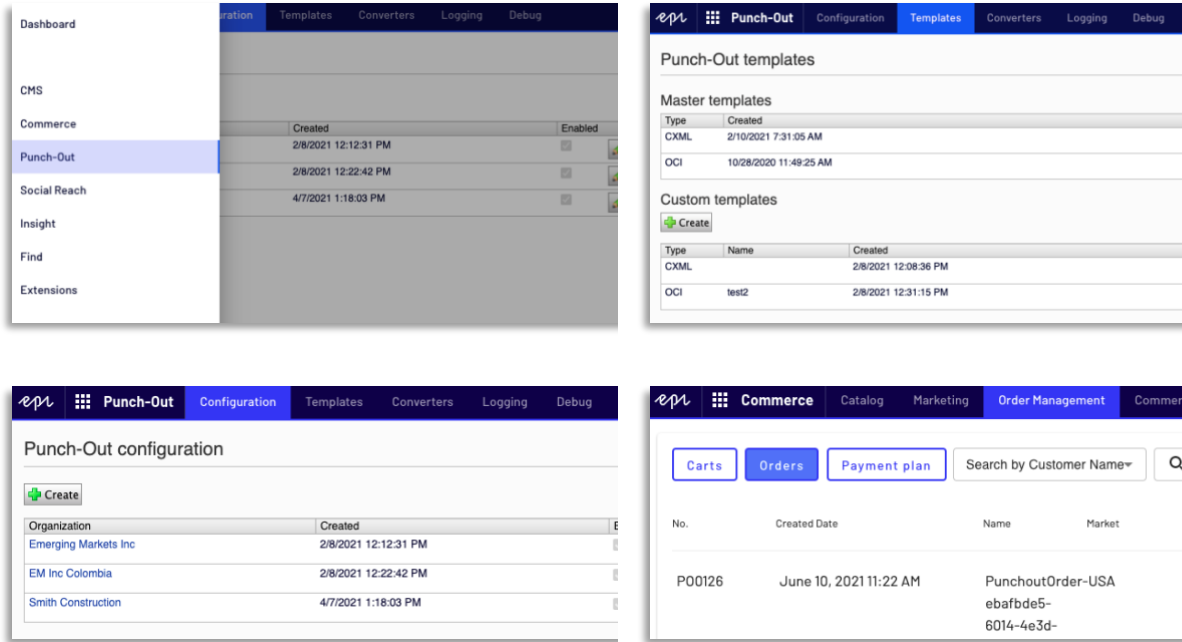
Shopspray Punchout is API based and built for ease of implementation and continuous updates.



### Modular Architecture

Our modular architecture makes it easy to fit Shopspray Punchout to different environments (e.g. customized login procedures in different procurement systems).

## Shopspray - a native part of your Optimizely stack



Shopspray punchout for Optimizely Commerce Cloud is fully native and sits on top of all your existing logic in your commerce solution. You control your customer, product and order data. And you have the ability to work with customer personalized versions of your commerce solution and customer specific campaigns towards your customers.

### Trusted by great B2B companies worldwide



### Get in touch

Interested in learning more regarding B2B Order Automation with Shopspray Punchout? Feel free and contact us via <https://www.optimizely.com/apps/shopspray-punchout/> or <https://shopspray.com/>

