

# What if B2B buying was like B2C shopping?

B2B marketplaces and procurement



Buy





# Aim procurement higher.

Next-gen procurement leaders are strategic and innovative. So let's stop asking procurement technology to be as easy as consumer shopping. It should be better. Yes, easy to the end user—but also built for business and the needs of strategic buyers and sellers. Let's ask for the ability to control everything from sourcing and shopping to curation and compliance. The power to source the products you want at the prices you need. And the option to operate your own marketplaces, tailored to your unique use cases. If we're making things easy, let's make it easy for procurement to get what it really wants: buying power.

# Buy power

**Buy makes it easy for your employees to purchase what they need. Fill your marketplace with offers from chosen vendors, then open the doors and let employees shop. Buy is curated B2B marketplaces with the ease of B2C shopping. That's buying power.**

## **Your marketplace, your rules.**

Buy's interface makes it easy for sellers to syndicate content to your employees. You choose which offers to accept, your employees shop from the offers you've selected. It's that simple.

## **Modern, B2C shopping for business.**

Marketplace buying is curated, cost-efficient, and easy. Employees can buy what they need for work as easily as they would buy supplies for their own homes.

## **More vendors and content.**

The Tradeshift network gives buyers access to thousands of products and offers with negotiated pricing. Every vendor on the network is pre-vetted, all you have to do is choose who you want to do business with.



## Guide sellers towards real value.

Onboard marketplace sellers quickly. Buy works with Tradeshift Engage to draw sellers in with real value on day one—like financial insights and analytics. With more sellers on your network, you'll have more content and offers to choose from.

## Deliver a consumer shopping experience at work.

Your employees deserve the same buying experience at work as they get at home. Now they have it. Buy has an intuitive interface that's just like a B2C shopping experience. They fill a virtual shopping basket with the supplies they need to do their job. When they're done, they check out. (Sorry, you can't help them to their car.)



## Build a marketplace tailored to your business needs.

Ensure that your marketplace is filled with the things your employees need. With your preferred sellers onboard, Buy lets you choose which of their offers to include in your employee marketplace. When you're satisfied, invite your employees to start shopping. Like your very own grand opening.

## Automate the annoying stuff.

Buy is not only convenient for procurement teams, it helps them be more strategic. Buy automates purchase requests and invoices, reducing busywork. With Buy, your team can focus more on being the strategy all-stars you hired them to be.

## Add more sellers you love to your marketplace.

On the Tradeshift network, you'll have access to a seller base that's been vetted for awesomeness. Can't find what you're looking for? The network gives you access to thousands of vendors who fit your needs and products already at negotiated pricing.





**Intuitive shopping experience**



**Touchless processing for procurement**



**Automation to simplify repetitive processes**



**Apps for improved extensibility**



**The power of the network-effect**



**In-product collaboration**



**Access to new products and services**





Tradeshift provides a network that connects your complete supply chain ecosystem. This connectivity is a crucial component to transforming our procurement organization.



**Bruno Stock**  
VP Procurement Operations  
Danone



## Aim procurement higher.

### About Tradeshift

Tradeshift drives supply chain innovation for the digitally connected economy. As the leader in supply chain payments and marketplaces, the company helps buyers and suppliers digitize all their trade transactions, collaborate on every process, and connect with any supply chain app. More than 1.5 million companies across 190 countries trust Tradeshift to process over half a trillion USD in transaction value, making it the largest global business network for buying and selling. See how at [tradeshift.com](https://www.tradeshift.com).

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