B2B Process

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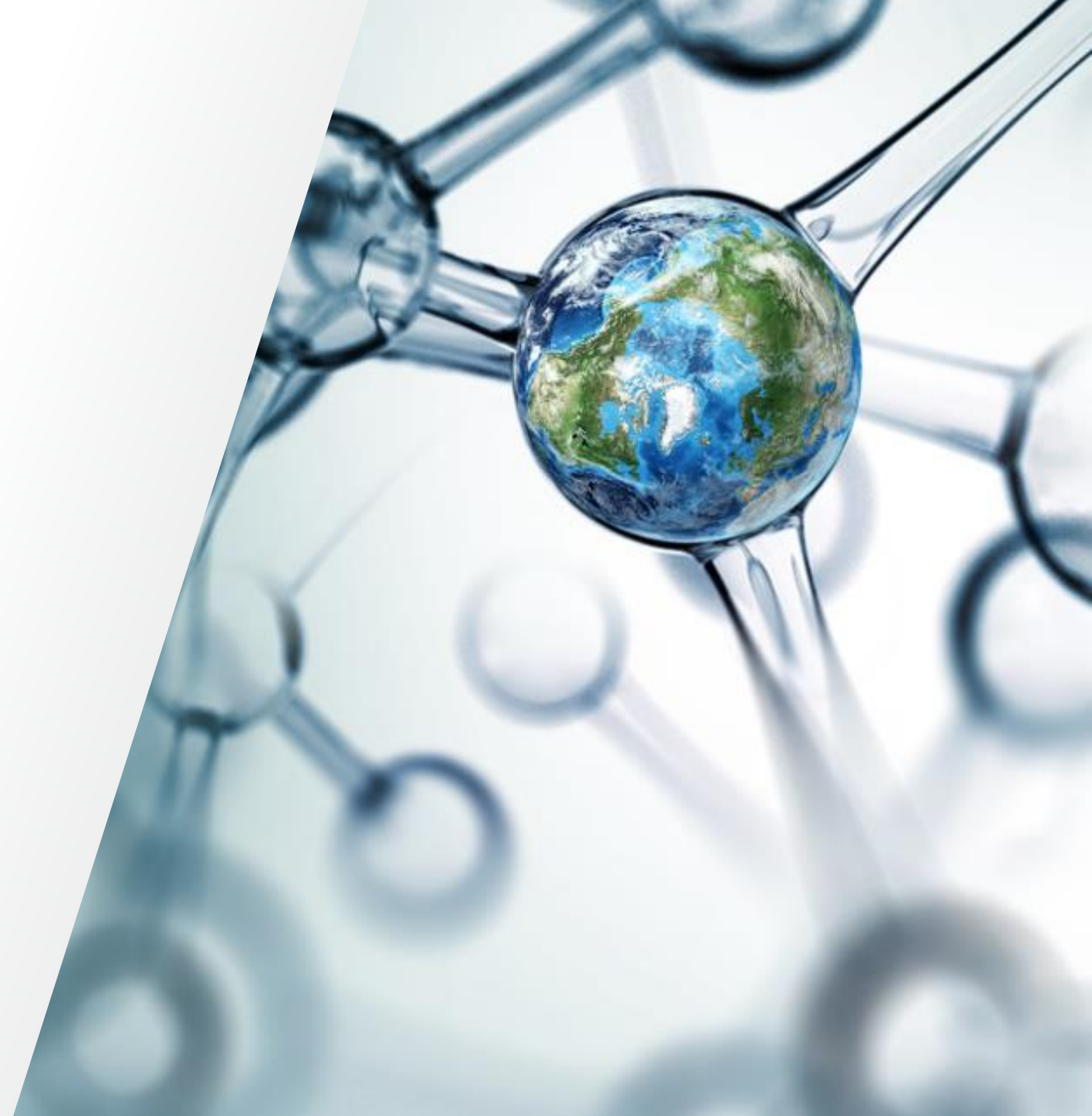
Digital Commerce

1. **eProcurement**

   a) **B2C**

   b) **B2B**

2. **Supply Centers**

3. **Services marketplace**

4. **Inventory Manager by Unity Lab Services (ULS)**
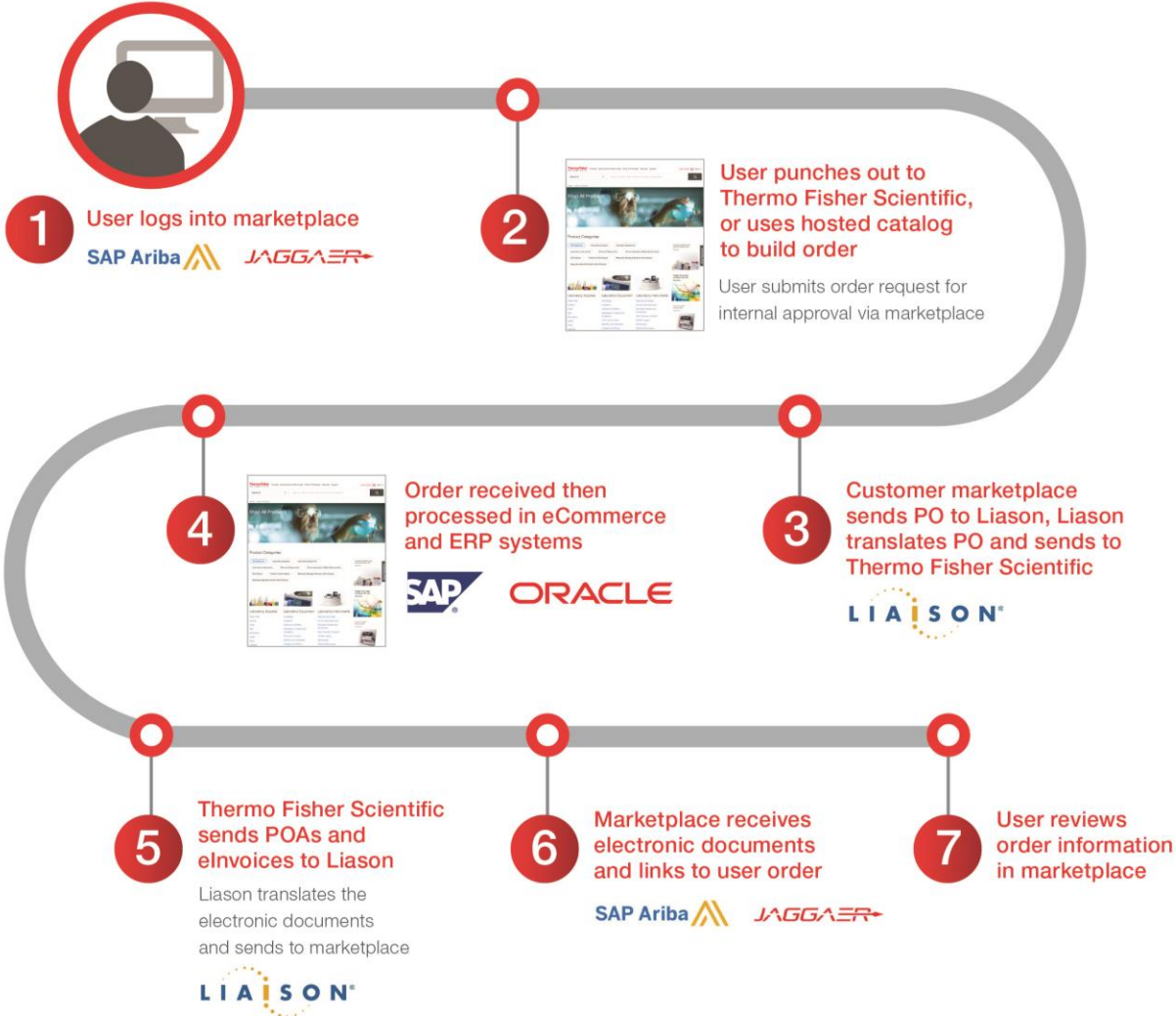
What is B2B?

- B2B: Business-to-Business, an electronic commerce transaction
- Direct connection between procurement systems to provide a seamless transaction process
- Can automate procure-to-pay cycle with account specific pricing
- Provides access to research content, complete product information and product selection tools

## Integrates with **many marketplaces:**

B2B: The Buying Process

1 User logs into marketplace
SAP Ariba   JAGGAER

2 User punches out to Thermo Fisher Scientific, or uses hosted catalog to build order

User submits order request for internal approval via marketplace

4 Order received then processed in eCommerce and ERP systems
SAP   ORACLE

3 Customer marketplace sends PO to Liason, Liason translates PO and sends to Thermo Fisher Scientific
LIAISON

5 Thermo Fisher Scientific sends POAs and eInvoices to Liason

Liason translates the electronic documents and sends to marketplace
LIAISON

6 Marketplace receives electronic documents and links to user order
SAP Ariba   JAGGAER

7 User reviews order information in marketplace

B2B: Two ways for customers to find our products

Punchout

Allows a user direct access to the supplier's web site and product catalog from within the customer's own eProcurement application.

- There are punchout variations that can include:
  - Level II punchout (punchout + hosted catalog)
  - Supply Center Management System punchout
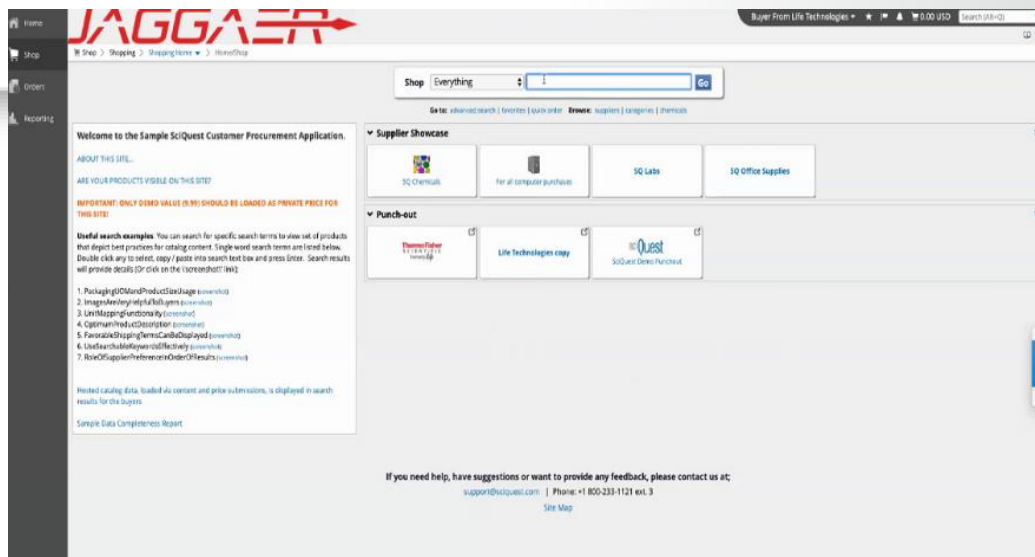
Hosted catalog

A formatted file containing a list of products with customer-specific pricing that is maintained by Thermo Fisher.
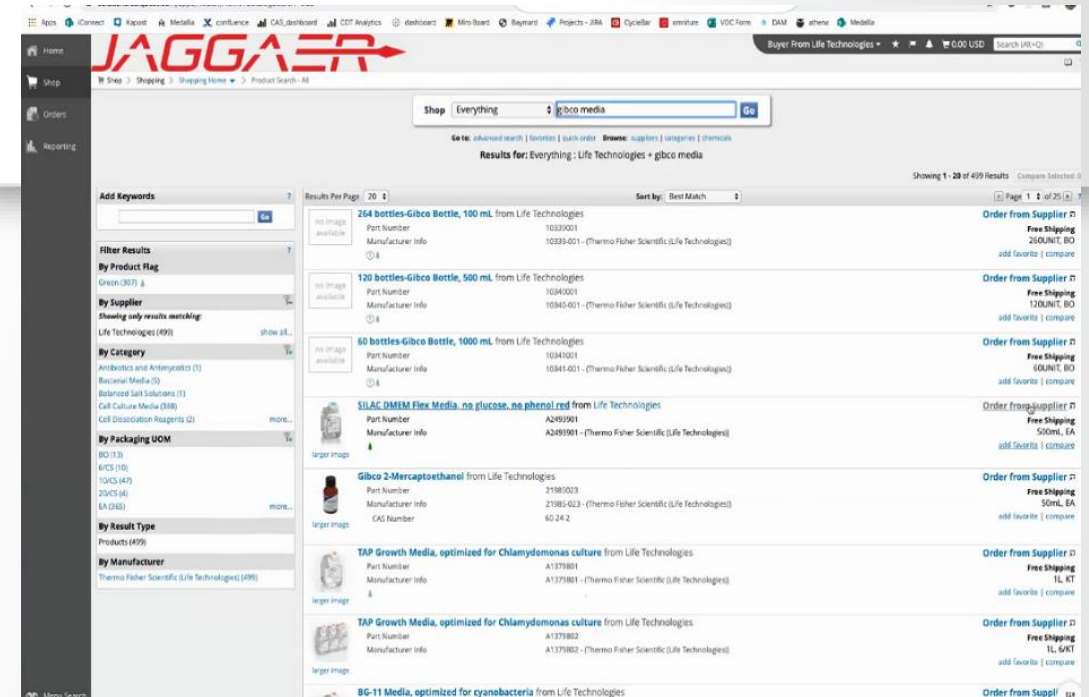
B2B: Speeding Up The Buying Process

The value of B2B

Benefits for product manager and customer

- **Streamlined process** – Self-service tools for the customer means less pricing discrepancies. Plus real-time customized pricing and availability information combined with the ability to redeem quotes makes product ordering faster

- **Shopping tools** – Tied to the customer's procurement system, our online research tools, selection guides and product guides ensure the customer has the right product available 24/7

- **Traceability** –Saved carts, POs, shipment notifications as well as order history, and more

- **Compliance –** Product catalogs customize the buying process to help ensure scientists have more time to focus on their work

The value of thermofisher.com

The B2C experience is available to our B2B customers

- **Guided search tools** help customers narrow the options

- **Configurators** help ensure that product results meet the scientific requirements

- A **connected account** gives customers access to the eCatalog, web-based Punchout, and full integration with eInvoicing

- **Support centers** contain a wealth of useful resources and answers to frequently asked questions

- **Learning centers** contain a library of educational assets, including application notes, handbooks and sourcebooks, webinars, white papers, how-to videos, case studies, scientific posters, product selection guides, and more
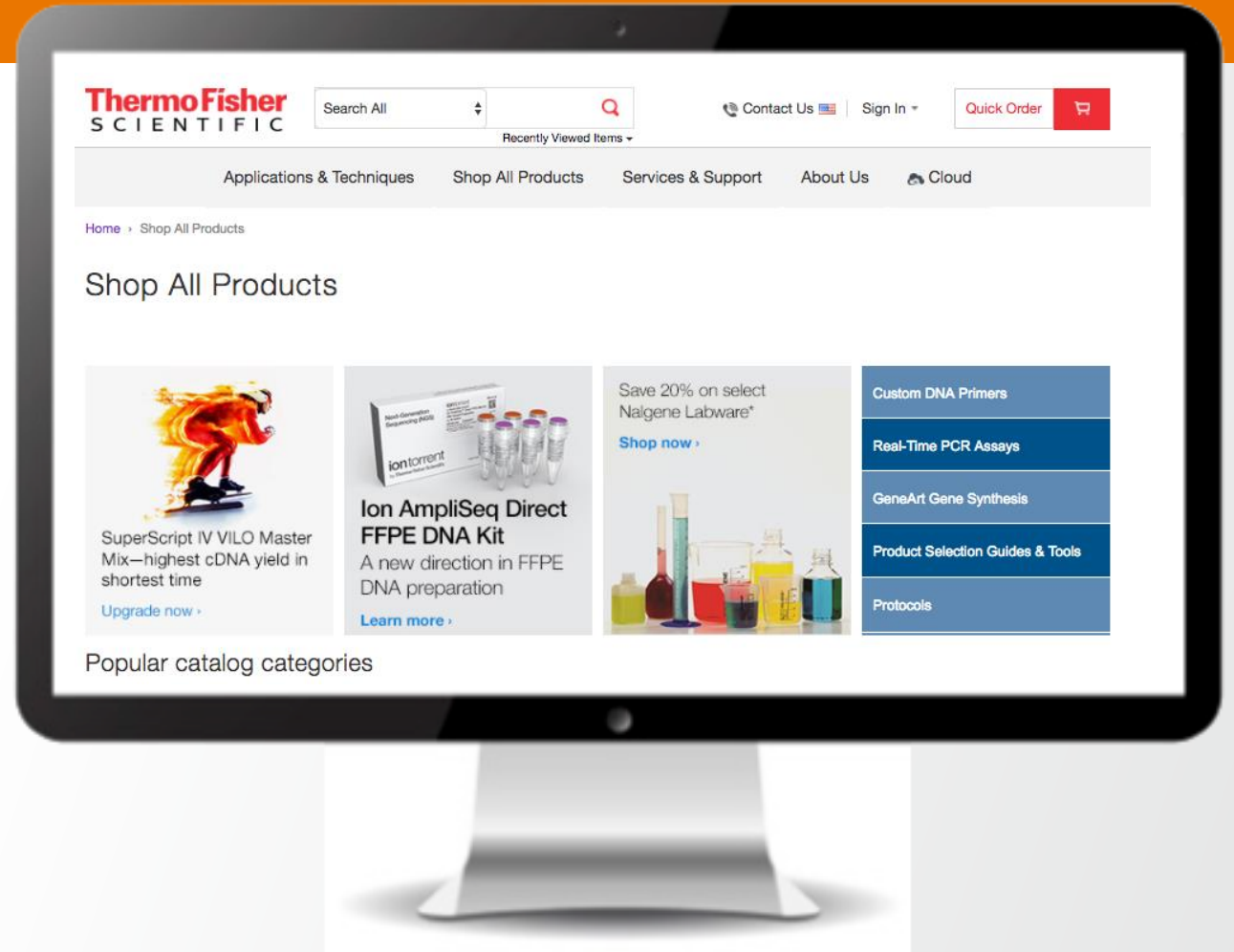
Jaggaer
Examples of the Punchout,
Level II Punchout and Hosted Catalog Experiences

Punchout home page

- Homepage showing the punchout partner options

Punchout with search for Antibodies

Punchout with search for Antibodies

- Search with narrowed results

Punchout with product comparison

Punchout with product added to cart

Punchout with view cart and begin checkout

Punchout with review order and return for checkout

Proceed to checkout

Review and proceed to place order

Hosted catalog with punchout to supplier website

Example of Search results - Gibco Media

Hosted catalog with punchout to PDP

Hosted catalog cart

Added to cart

Hosted catalog checkout

View cart and begin checkout

Hosted catalog with punchout cart

Review order and punch back for checkout

Hosted Catalog

Review and proceed to checkout

Hosted Catalog

Final review, proceed to place order

Hosted Catalog

Order submitted

Hosted Catalog

Live Price or option for static hosted price

Hosted Catalog

Review cart and proceed to checkout

Hosted Catalog

Final order review, proceed to place order

Hosted Catalog

Order submitted