



## INDIRECT PURCHASE:

**What are the main  
differences between  
b2b distributors  
and market places?**



All you need. **With love.**



A word cloud featuring various terms related to procurement and supply chain management. The words are arranged in a circular pattern, with 'Distributor' and 'Marketplace' being the most prominent. Other visible terms include 'Procuretopay', 'Einvoice', 'Indirect', 'Commerce', 'Purchase', 'Place', 'Seller', 'Platform', 'EDI', 'Punchout', 'TCO', 'Partnership', 'Sourcetocontract', and 'Ecatalog'. The colors range from light green to dark teal.

Procuretopay  
Einvoice  
Indirect  
Distributor  
Commerce Purchase Place  
Marketplace  
Seller Platform EDI  
Ecatalog Punchout  
TCO  
Partnership  
Sourcetocontract

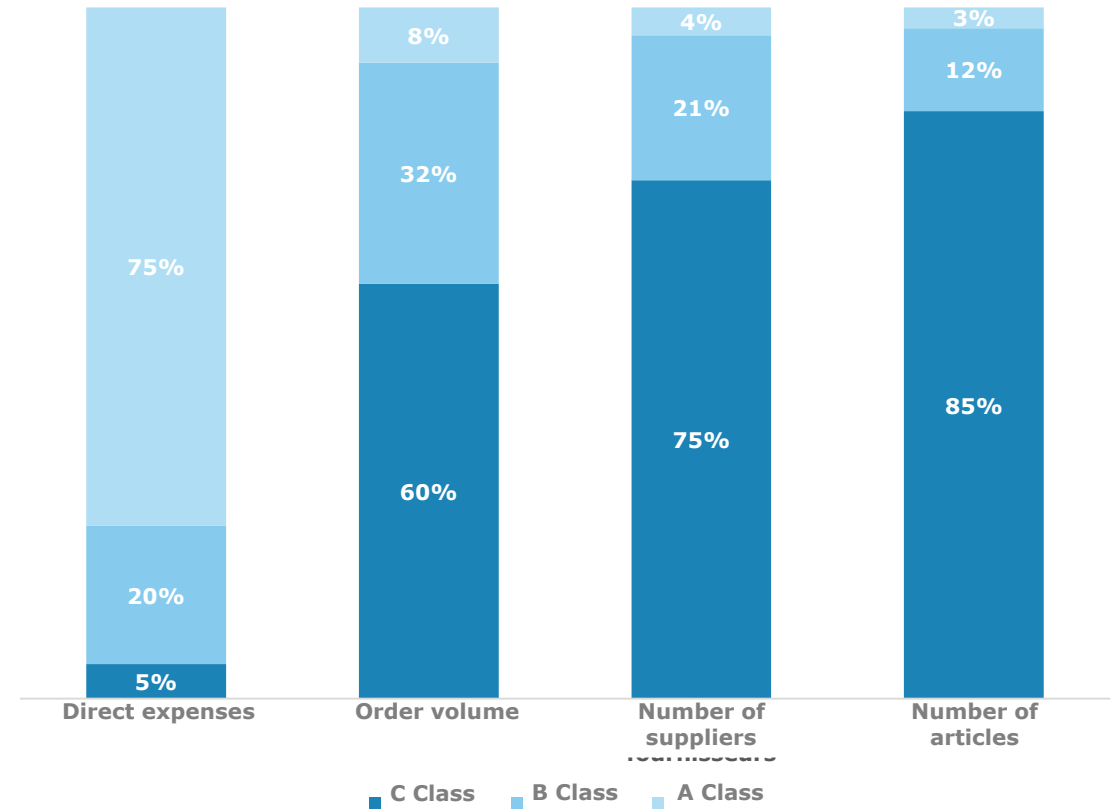
# 01

## Main attributes of a C-Class range

*INDIRECT PURCHASES: MARKETPLACE VS. DISTRIBUTOR*



# C CLASS PURCHASES



**€350**

average basket value for C-Class purchases

**+30%**

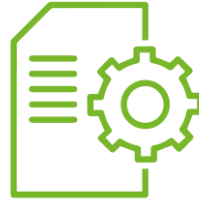
of administrative costs

# PREREQUISITES FOR A C-CLASS RANGE



## Product range

- Long tail
- Scalable
- Origin of products



## Content

- Editorial quality
- Documentation
- Support
- Risk reduction



## Price

- Competitive price
- Discount on purchase volume



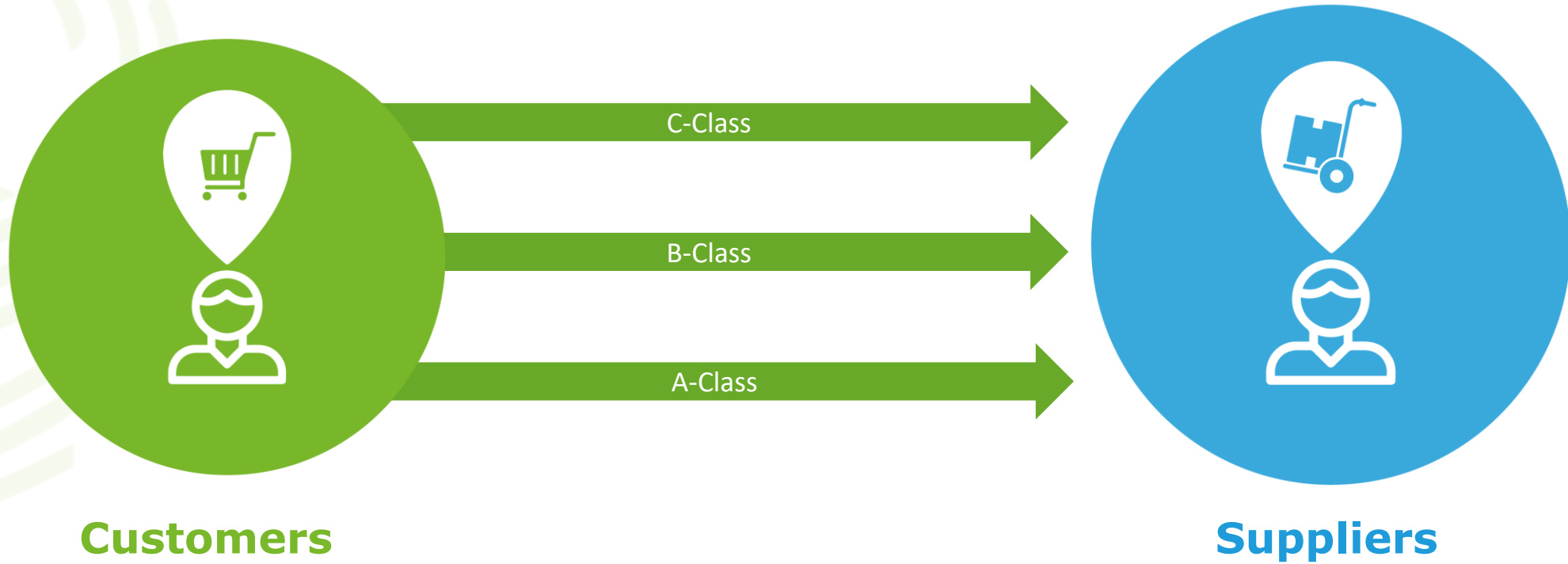
# 02

## How do marketplaces and distributors work?

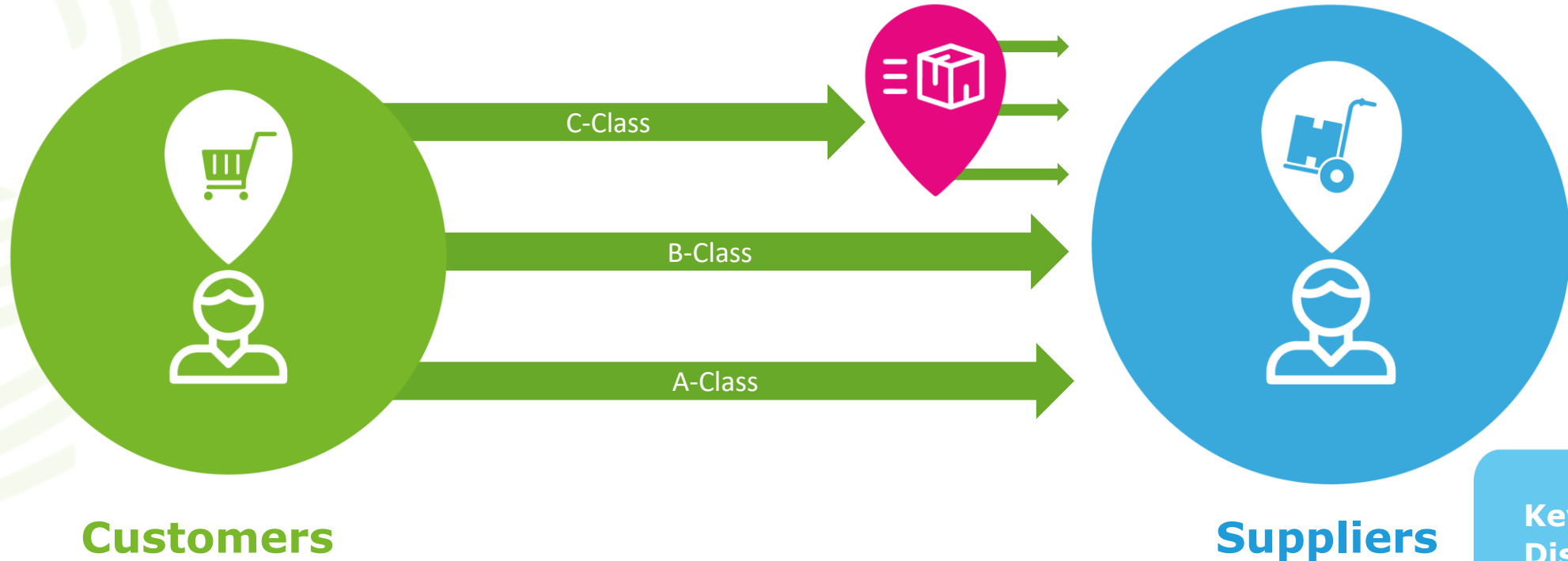
*INDIRECT PURCHASES: MARKETPLACE VS. DISTRIBUTOR*



# INITIAL



# APPEARANCE OF DISTRIBUTORS

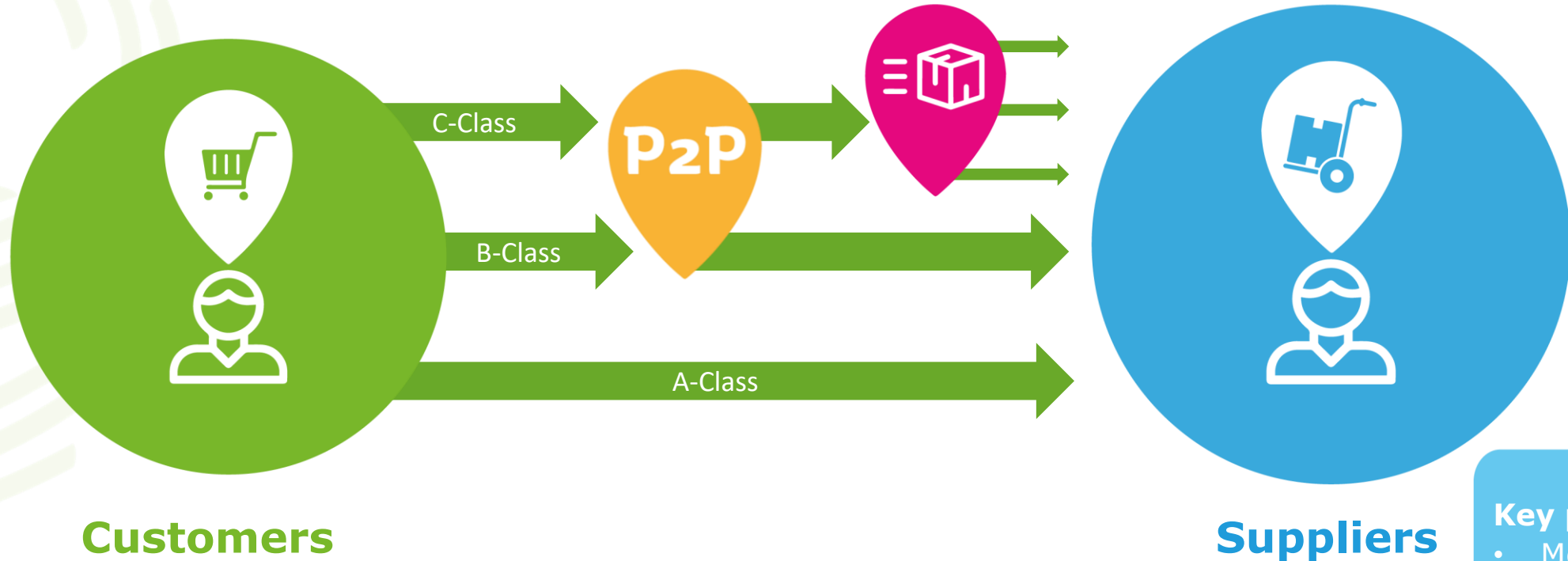


## Key points Distributors

- Centralised suppliers
- Distant selling



# APPEARANCE OF P2P



## Key points P2P

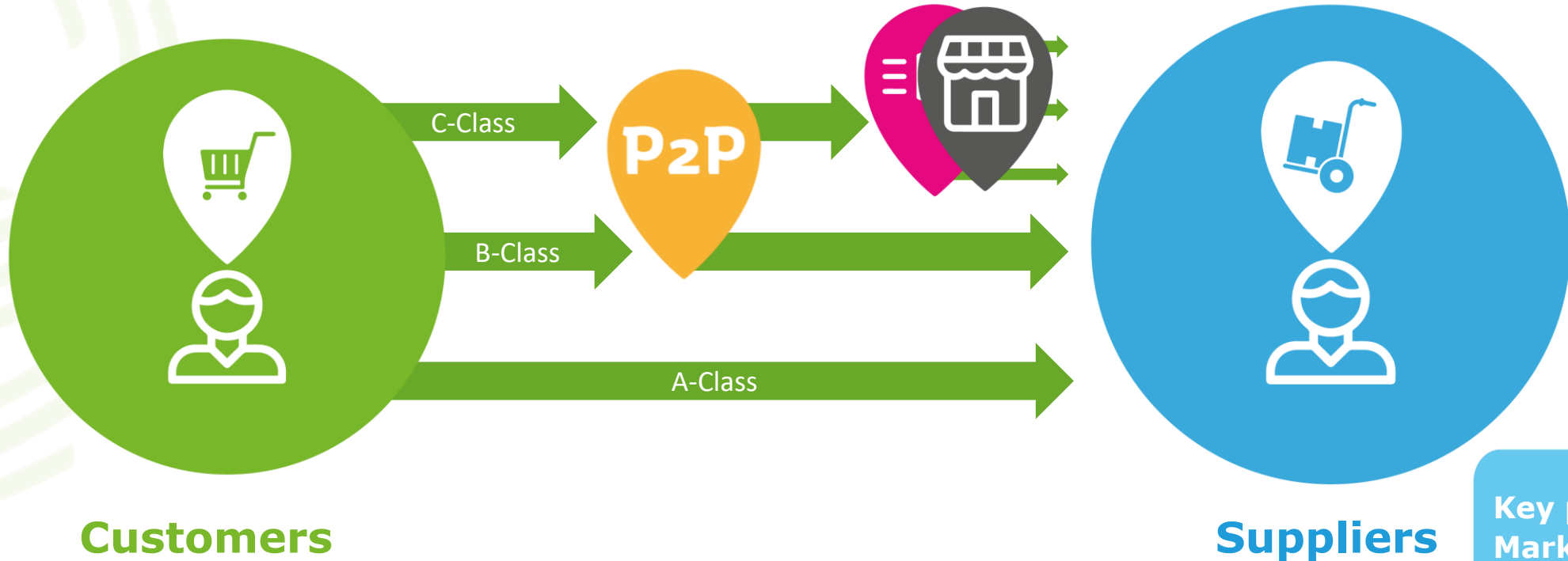
- Merged catalogued
- Single interface
- Orders validation workflow

# MARKET PLACE ?

 **Distributors**

 **P2P** *Procure to pay*

 **Market Place**



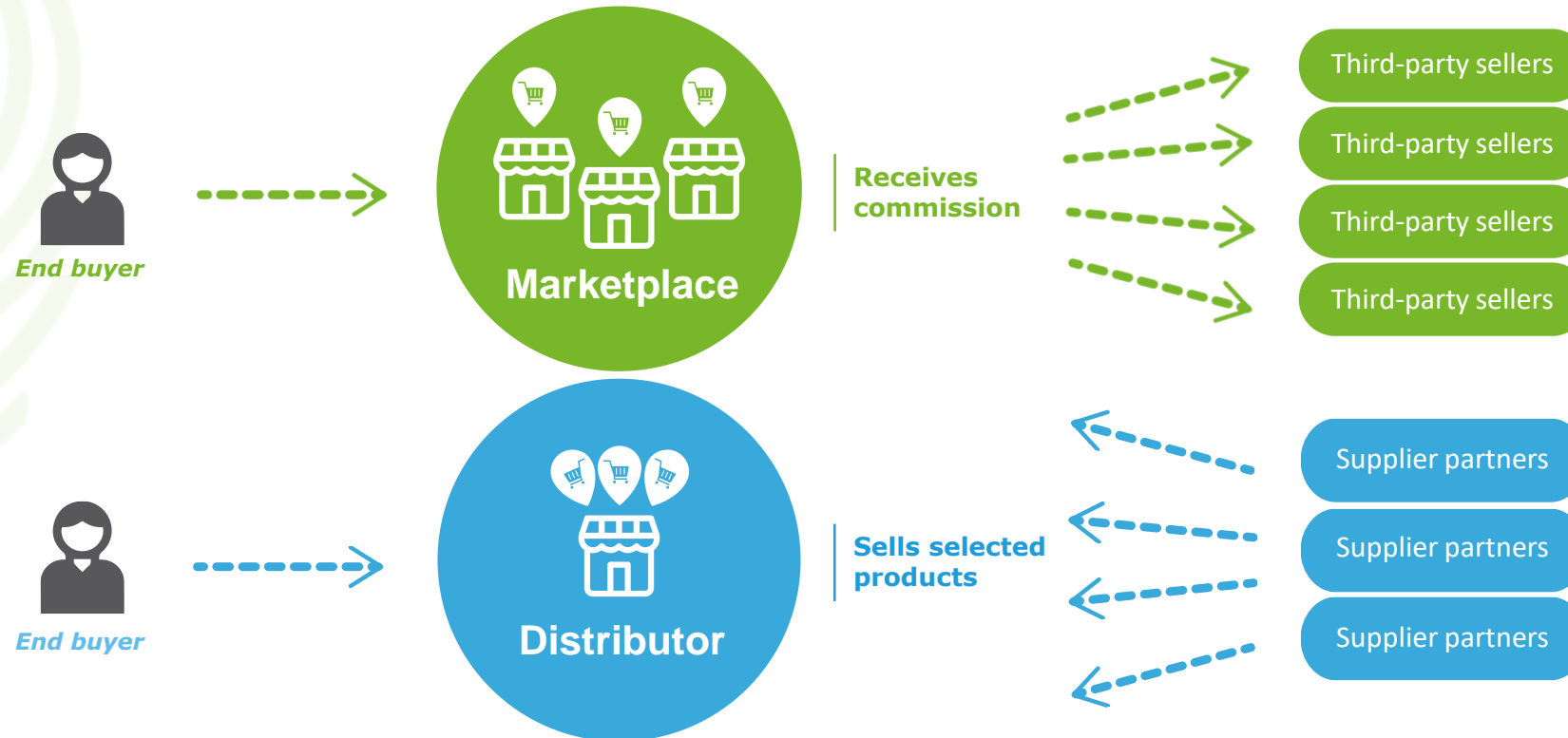
## Key points - Market place

- Wide range offer
- B2C approach
- Tons of suppliers

## 2 DIFFERENT APPROACHES



# ACCESS TO THE PRODUCT RANGE



# PREREQUISITES FOR A C-CLASS RANGE

Are all the required products easily visible?

Where does it come from?

Does it comply with standards?

Is this the product that I need?

Where can I find my product?

Does the price correspond to the market?



# 03

What does it mean  
for customers?

*INDIRECT PURCHASES: MARKETPLACE VS. DISTRIBUTOR*





# PRODUCT RANGE: MARKETPLACE VS. DISTRIBUTOR



## Product range

**What is the product range?**

**Will I find my product?**

**Complementary services  
(assembly, 3D drawings, etc.)**

**What is the origin of the product?**

**What if my product is not in the catalogue?**



## Marketplace

**Millions of items made available**

**Yes, with each third-party seller marketing the product**

**Managed directly by certain third-party sellers**

**Responsibility of each third-party seller**

**It is in the standard product range**



## Distributor

**Hundreds of thousands of selected items**

**Yes, with a reference for each product**

**Customisable services**

**Responsibility of the distributor**

**Products are listed on demand**

# PRODUCT DESCRIPTION: MARKETPLACE VS. DISTRIBUTOR



## Content



## Marketplace



## Distributor

Is this the product I need?

Description specific to each  
third-party seller

Consistent description

Where can I find the  
documentation?

Specific to each third-party  
seller

Set of documents available  
on the product datasheet

Who can help me to choose?

Third-party seller editorial

Technical support

# PRICE: MARKETPLACE VS. DISTRIBUTOR



## Price

What is the retail price?



## Marketplace

One price for each third-party seller



## Distributor

A single price negotiated by the distributor

What are the transport costs?

Dependent on each third-party seller

Unique for each order

Who bills me?

Every third-party seller

The distributor

How do you negotiate pricing terms (discounts, end-of-year rebates, etc.)?

N/A

Framework agreement

## 2 DIFFERENT APPROACHES





# THANK YOU

## Any questions?

