

Drive Transformation in B2B Innovate, Adapt and Succeed

Streamline, Automate, and Scale Your B2B Operations with Flip B2B



Digital Transformation

Automate operations, gain actionable insights, Streamline processes, improve efficiency and enable data-driven decision-making.



Personalization

Deliver personalized product recommendations, pricing, tailored content, enhances customer satisfaction, engagement, and loyalty



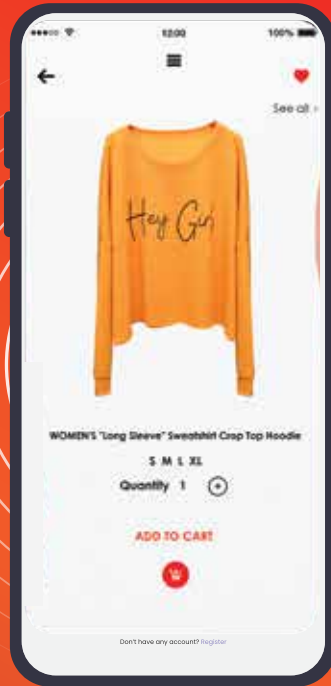
Collaborative Partnerships

Form strategic partnerships to drive innovation and deliver comprehensive solutions and leverage each other's expertise



Agile and Flexible Operations

Adapt market changes quickly, enable continuous improvement and respond to market disruptions effectively



<http://flipb2b.com>

SIMPLE • INNOVATIVE • TEAM WORK



We are on a mission to empower brands by simplifying technology and making it available to all!

Let's talk

hello@flipb2b.com

FLIP B2B

Building Hyper Connected B2B Businesses Made Easy

Unified B2B Commerce Cloud + DMS + Trade Shows + Field Sales + DSD
Connecting Businesses , Applications , Data , Processes and Teams

All at one Place. All in SYNC





Smart & Hybrid B2B Trends



Enhance efficiency, streamline processes, improve collaboration, and deliver better outcomes for businesses



Modern B2B – The Shift to Agile



Embrace agile principles to enhance adaptability, customer-centricity, and speed-to-market in a rapidly evolving business landscape



BUILDING BLOCKS

ALL AT ONE PLACE. ALL IN SYNC



Security



Performance



Reliability



Interoperability



Ease of use

- ✓ Not just reporting, Demand Forecasting and Inventory Optimization
- ✓ Not blanket communications, Personalise communications with AI
- ✓ Not just efficient order processing. Run Dynamic Pricing and Route Optimization
- ✓ Not just for distributors . Increase B2B eCommerce Conversions using data powered journeys
- ✓ Not just technology, We're your partner with performance based collaboration

B2B trade automation includes increased operational efficiency, reduced costs, improved accuracy and speed, enhanced collaboration with trading partners, and better customer satisfaction. It allows businesses to focus on strategic initiatives, improve supply chain visibility, and drive growth in the competitive B2B trade landscape.

B2B TRENDS

Modern B2B trends reflect the evolving nature of business relationships, technological advancements, and shifting customer expectations. B2B organizations that embrace these trends can stay competitive, deliver value, and foster long-term success in the dynamic business landscape.

|| Personalization and Customer Experience

|| Data-Driven Decision Making

|| Digital Transformation

|| Collaborative Partnerships

|| AI and Automation

|| Agility and Adaptability

|| Enhanced Data Security and Privacy

|| Online B2B and Mobile App

|| Security and Compliance

|| Continuous Improvement

B2B EXCELLENCE

B2B Excellence refers to the highest level of achievement and proficiency in utilizing technology within the context of business-to-business (B2B) interactions. It encompasses the effective and strategic use of technology to drive innovation, streamline processes, enhance productivity, and deliver exceptional value to B2B customers and partners.

B2B Excellence involves leveraging the latest advancements in technology, such as artificial intelligence, machine learning, data analytics, cloud computing, Internet of Things (IoT), and automation, to achieve outstanding outcomes in various aspects of B2B.

FLIP B2B

ALL AT ONE PLACE. ALL IN SYNC

“
Unleash the Power of
Cutting-Edge Technology,
Drive Innovation,
and Achieve B2B Excellence.”
”

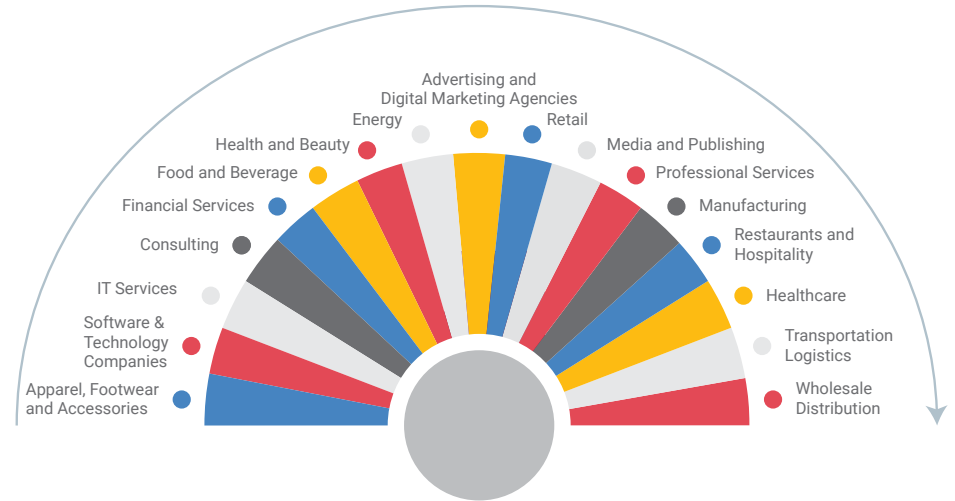


ONE APP FOR ALL

- || Brand Management (CXO)
- || B2B Dept Heads
- || Area Sales Managers
- || Field Sales Team
- || DSD Sales Team
- || Super Distributors
- || Distributors
- || Retailers
- || Agents
- || Warehouse Teams
- || Merchandisers
- || SCM Teams

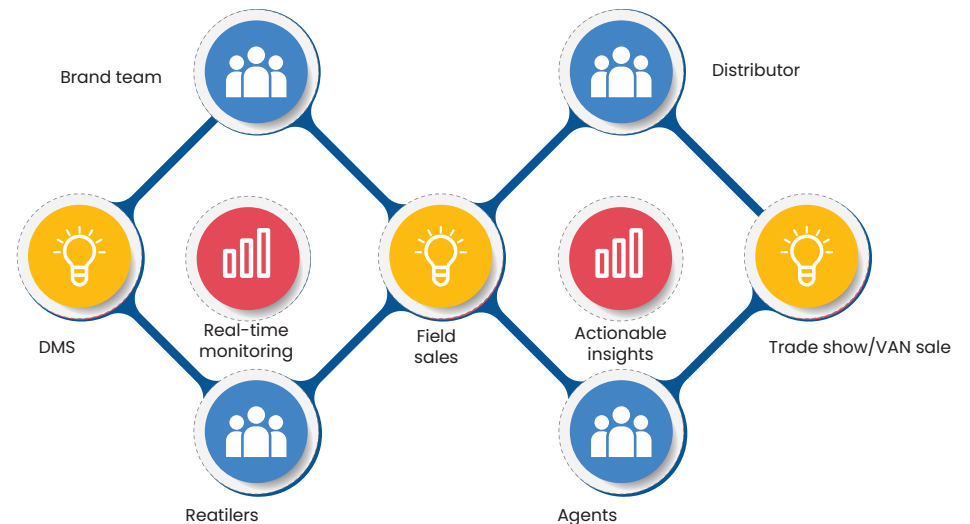
INDUSTRIES

We focus on serving a wide range of industries, providing solutions to meet their unique needs and succeed in their respective markets.



NEXT GENERATION B2B CLOUD

Cloud-based solutions with advanced technologies, functionalities, and capabilities that cater to the unique needs and requirements of B2B businesses.



Realtime B2B

Instant gratification at your fingertips **+more**



Salient Features.

Real-time B2B refers to conducting business transactions, data exchange, and communication in real-time between B2B partners or entities. It involves leveraging technology and systems that enable immediate or near-instantaneous interaction, information sharing, and decision-making.

Real-time B2B capabilities are increasingly important in today's fast-paced business environment. By leveraging real-time technologies, B2B businesses can enhance operational efficiency, responsiveness, and customer satisfaction, gaining a competitive edge in the market.



- Instantaneous communication
- Real-time order tracking and visibility
- Real-time inventory management

- Real-time analytics and insights
- Workflow automation
- Improved collaboration and partner relationships

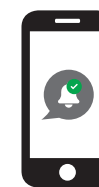
- Real-time Data Exchange**
Immediate access to accurate and up-to-date data, promoting faster order processing, inventory management, and supply chain.
- Dynamic Pricing**
Dynamic pricing based on demand fluctuations, and inventory levels, to allows buyers to view real-time pricing, product availability.
- Align Demand and Supply**
Align demand and supply by providing instant visibility into demand patterns, sales data, and inventory levels.
- Customer Experience**
Access self-service portals for order management, invoice tracking, and other customer-centric activities.



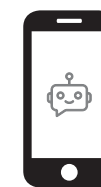
Realtime Analytics



Point of Action



Realtime Alerts



Talking Bots



Team Collaboration

Distributor Management

Efficiency and control in your distribution network **+more**



Salient Features.

A smart Distributor Management System (DMS) takes the capabilities of a traditional DMS further by leveraging advanced technologies such as artificial intelligence (AI), machine learning (ML), and Internet of Things (IoT) to enhance its functionalities, helps distributors effectively manage their sales, inventory, orders, payments, and other essential functions.

By implementing a Distributor Management System, distributors can streamline their operations, improve efficiency, enhance customer service, and gain better visibility into their distribution network. It simplifies complex processes, reduces manual effort, and enables distributors to make data-driven decisions for sustainable growth.



- Order & inventory management
- Buyer specific pricing and promotions
- Financial management

- Predictive analytics
- Data-driven insights and dashboards

Real-time Collaboration
Seamless real time communication between distributors, suppliers, and customers facilitating quick decision-making.

Auto Replenishment
Using AI algorithms, automatically trigger replenishment orders based on predefined inventory thresholds or historical consumption patterns.

Mobile Applications
Accurate inventory visibility, self ordering, realtime order fulfilling tracking, performance analysis, all on the go.

Personalization
AI capabilities to provide personalized recommendations and offers to customers based on buying behavior, preferences, and demographics.



Order management



Initiative monitor



Performance management



Communicate & engagement

Trade Shows

Embrace the power of trade shows: build your business to new heights **+more**



Salient Features

A trade show management app specifically designed to streamline and simplify the planning, organization, and execution of trade shows, exhibitions, and conferences. It provides a centralized platform for event organizers, exhibitors, and attendees to manage various aspects of the trade show process including order booking.

By incorporating smart technologies and intelligent features, a smart trade show system revolutionizes the way trade shows are organized and experienced. It enhances attendee engagement, improves lead generation and management, and provides organizers with actionable insights for successful trade show outcomes.



- Product catalog and search
- Inventory availability and stock notifications
- Account management

- Exhibitor and attendee management
- Networking and communication
- Digital engagement and gamification



Event Planning

Create and manage trade show details, including dates, venues, floor plans, and booth assignments.



Smart Lead Capture

Digital badges, QR codes, or NFC technology for efficient follow-up and lead management.



Personalized Pricing

Personalized pricing and quoting based on factors such as order quantity, contract terms, or customer segments.



Order Placement and Tracking

Place orders directly from the app, order tracking to monitor the status and progress of their orders in real-time.



Attendance management



Online shopping catalog



Order management



Initiative help

Field Sales

Maximize sales effectiveness anywhere, anytime **+more**



Salient Features.

A smart field sales app leverages advanced technologies and intelligent features to empower field sales representatives and optimize their sales activities. enables sales teams to efficiently manage their sales territories, interact with customers, track sales activities, and collaborate with the central office

By utilizing a smart field sales app, sales representatives can streamline their sales processes, improve productivity, enhance customer interactions, and drive sales growth. The app leverages technology to provide real-time data, intelligent insights, and automation, enabling sales representatives to work smarter and achieve better results in the field.



- Lead management and tracking
- Digital product catalog and order management
- Inventory management
- Offline access and synchronization
- Mobile CRM integration
- Collaboration and communication

Customer Management
Manage customer information, including contact details, purchase history, and notes, enabling efficient customer relationship management.

Sales Activity
Book Sales and track sales activities, customer visits, calls, emails, and follow-ups, set reminders, and prioritize tasks.

Route Optimization
Mapping and route optimization to help sales representatives plan their daily or weekly routes.

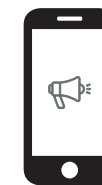
Sales Performance
Dashboards and Insights to track individual and team sales performance, view targets, and compare their performance.



Visits & meetings



Order & tasks



Catalog & trade promotion



Live insights

Van Sales – DSD

Streamline van sales and DSD operations to maximize sales on-the-go **+more**







Salient Features.

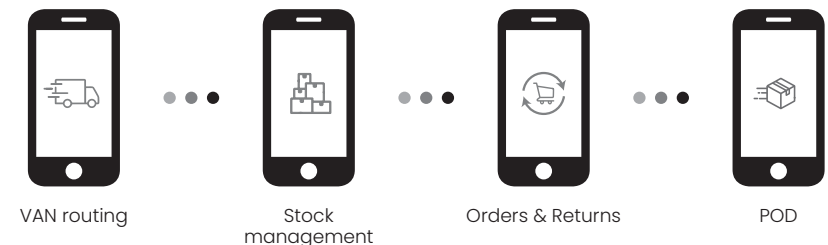
A smart Van Sales - DSD (Direct Store Delivery) app is designed to enhance and optimize the processes involved in direct store delivery operations.

It is primarily used by companies that deliver products directly from their distribution centers or production facilities to retail stores or customers' locations using delivery vans, utilizing a smart Van Sales - DSD app, van sales representatives can streamline their delivery processes, improve sales efficiency, enhance customer interactions, and provide a seamless buying experience.



- Route accounting and invoicing
- Customer relationship management
- Real-time inventory visibility
- Integration with GPS and telematics
- Offline functionality
- Collaboration and communication
- Dashboards and insights

-  **Route Optimization**
Optimize delivery routes based on factors such as customer locations, delivery time windows, and vehicle capacities.
-  **Mobile Sales and Inventory**
Enable van sales representatives to access catalogs, view customer information, and perform on-site sales, process returns, handle exchanges.
-  **Mobile Payments**
Accept on-site payments from customers using various payment methods and improves cash flow management.
-  **Proof of Delivery (POD)**
Collect customer signatures, capture photos, and record delivery information using mobile devices.



Omni Inventory

Embrace omni inventory management : one inventory, infinite possibilities +more

An Omni Inventory system empowers businesses to efficiently manage inventory across multiple channels, enhance order fulfillment, optimize stock levels, and make data-driven decisions. It provides businesses with a holistic view of inventory, enabling them to make informed decisions, enhance customer satisfaction, and achieve operational excellence in inventory management.



Dynamic Pricing

Optimize pricing for success, where science meets profitability in realtime +more

A dynamic pricing system is a technology-driven approach that enables businesses to adjust trade promotions and product prices in real-time based on various factors such as demand, market conditions, customer behavior, and competition. It allows businesses to optimize pricing strategies, maximize revenue, and respond quickly to market dynamics.



- Inventory Optimization**
Optimal stock levels, reorder points, and safety stock requirements to meet customer demand, improving cash flow and reducing excess inventory.
- Batch Tracking**
Trace and track inventory based on unique identifiers ensuring compliance and enhancing product quality control.
- Demand Forecasting**
Predict demand patterns and plan inventory levels accordingly enabling businesses to optimize inventory replenishment.
- User Access Control**
Collect customer signatures, capture photos, and record delivery information using mobile devices.

- Personalized Pricing**
Based on individual customer preferences, order history, loyalty status, and customer segmentation, providing a tailored pricing experience.
- Price Rule Management**
Set rules for price adjustments, discounts, promotions, and pricing tiers, ensuring consistency and adherence to pricing strategies.
- Promotion Performance**
Promotion effectiveness, ROI, sales uplift, profitability, and other key metrics to make data-driven decisions.
- Compliance and Governance**
Compliance with regulatory requirements and internal policies related to trade promotions.

Events Tracking & Trends

Spot opportunities, anticipate trends +more

An Events Tracking & Trend Analysis System is designed to analyze and interpret trends in various aspects of their operations, market, customers, and industry, by identifying and understanding trends, businesses can adapt their strategies, seize opportunities, mitigate risks, and stay ahead of the competition in a rapidly changing market environment.

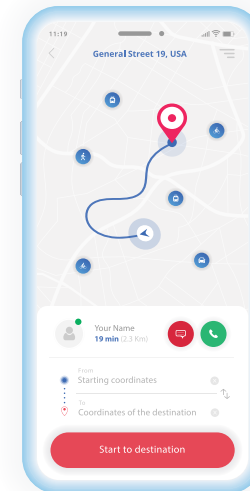


Geofencing & Live Monitoring

Precision monitoring, real-time results, where accuracy meets action +more

A Geo-fencing App utilizes geolocation technology to create virtual boundaries or perimeters around specific geographic areas. It allows businesses to set up and monitor these boundaries, triggering actions or notifications when a mobile device enters or exits the defined area.

Live Monitoring empowers businesses to track, analyze, and respond to transactions in real-time. It helps businesses enhance operational efficiency, detect and prevent fraud, improve customer experiences, ensure compliance, and make timely data-driven decisions for better business outcomes.



- Event Data Collection**
Collects data from multiple sources, including internal databases, external APIs, social media platforms, and customer feedback.
- Trend Identification**
Data mining and statistical techniques to identify trends in the collected data to identify significant trends that can impact the business.
- Compliance and Audit Trail**
Ensures compliance with regulatory requirements by maintaining an audit trail of transactions.
- Customizable Alerts**
Keep businesses informed about relevant events, trend updates, and enable quick response to emerging opportunities or threats.

- Personalization**
Customize and personalize the user experience based on the user's location, tailor content, offers, or recommendations.
- Location-based Notifications**
When a mobile device enters geo-fenced area, the app can send location-based notifications or alerts to the user or designated recipients.
- Real-Time Visibility**
Real-time view of transaction status, progress, and any associated events or actions.
- Performance Monitoring**
Enables businesses to analyse performance, optimize processes, and ensure smooth business.

Real-time Alerts & Live Chat

Stay connected, stay informed **+more**

Real-time alerts and live chat are important features of communication and customer support systems that enable businesses to provide instant and interactive assistance to their customers. Real-time alerts and live chat features enable businesses to provide timely and personalized assistance to their customers, resulting in improved customer satisfaction, faster issue resolution, and enhanced overall customer experience.



Real-time Alerts

Notify relevant individuals or teams immediately when specific events or conditions occur.

Live Chat

Real-time communication allows businesses to engage with users and customers through instant messaging.

Event Monitoring

Monitor transactions, user activities, or system events to detect specific triggers or patterns.

Feedback & Survey

Your voice matters: feedback & surveys for customer satisfaction.

Collaborative Workflow

From chaos to cohesion : streamline, collaborate, succeed **+more**

Collaborative workflows refer to the processes and systems that facilitate effective collaboration and coordination among team members or stakeholders in an organization. It involves streamlining the flow of information, tasks, and feedback to enable seamless collaboration and enhance productivity.

By implementing collaborative workflows, organizations can harness the collective intelligence and capabilities of their teams, leading to improved efficiency, productivity, and quality outcomes.



Collaboration & Teamwork

Facilitates teamwork, knowledge sharing, and cross-functional collaboration, leading to better outcomes and innovative solutions.

Accountability & Transparency

Increases transparency, as stakeholders can monitor the progress and contributions of individuals or teams.

Efficiency & Productivity

Minimizes delays, reduces duplicated efforts, and ensures that team members are working together towards shared goals.

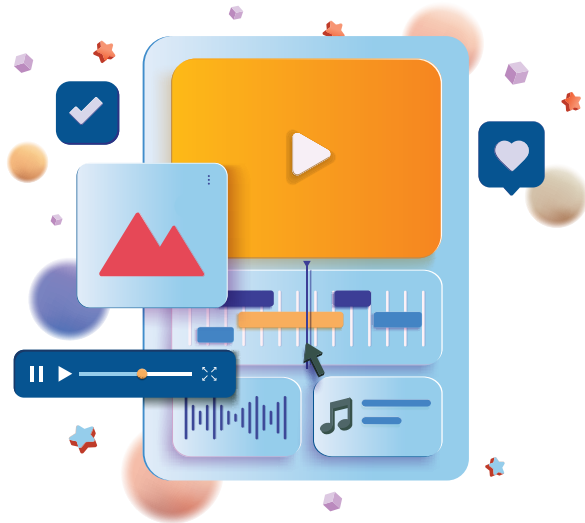
Point of Action

Where plans & analysis become reality : powerful results in motion.

Rich Content & Media

Immerse, influence, inspire: immersive experiences, endless possibilities **+more**

Rich content and media refer to the use of diverse and engaging multimedia elements, such as images, videos, audio, infographics, interactive elements, and animations, to enhance communication, learning, and user experiences. It involves presenting information in a visually appealing and interactive format to capture attention, convey complex concepts, and provide an immersive and interactive experience.



Document Management

Streamline, organize, succeed : efficient. secure. centralized **+more**

Document Management System (DMS) is designed to store, organize, track, and manage electronic documents and files. It provides a centralized repository for documents, enabling efficient document storage, retrieval, version control, collaboration, and workflow management.

Implementing a Document Management System can significantly improve document organization, accessibility, collaboration, and overall efficiency within an organization. It streamlines document-centric processes.



Increased Engagement

Rich content and media are highly engaging and capture the attention of the audience.

Enhanced Understanding

Complex concepts or information can be better conveyed through rich content and media.

Improved Communication

Combine text, images, videos, and audio to convey information in a more comprehensive and compelling manner.

Training and Presentations

When delivering training or presentations, incorporating rich content and media can make the sessions more impactful.

Collaboration & Teamwork

Facilitates real-time collaboration, version control, and document sharing, leading to increased teamwork and productivity.

Document Retrieval & Search

DMS provides powerful search capabilities to quickly locate and retrieve documents based on keywords, metadata, or other search criteria.

Efficiency & Productivity

Employees can easily find the documents they need, reducing time spent on manual document handling.

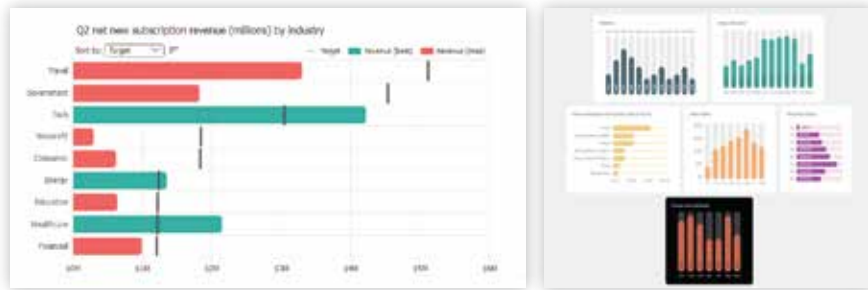
Security & Compliance

Ensures the security and integrity of documents through access controls, permissions, encryption, and audit trails.

B2B KPIs & Performance

Measuring success, optimizing business operations **+more**

Key Performance Indicators (KPIs) and performance metrics measure the success and effectiveness of business-to-business operations, evaluate performance against strategic objectives and identify areas for improvement.



Revenue

Reflects the overall financial performance and growth of the organization.



Sales Pipeline & Conversion

Effectiveness of the sales process and the overall health of the sales pipeline.



Customer Lifetime Value

Estimates the net value a business can expect to generate from a customer throughout their relationship.



Customer Satisfaction & NPS

Measure the satisfaction levels and loyalty of customers and help businesses assess customer sentiment and identify areas for improvement.

ESTEEMED CUSTOMERS



+ MORE

FLIP B2B

ALL AT ONE PLACE. ALL IN SYNC