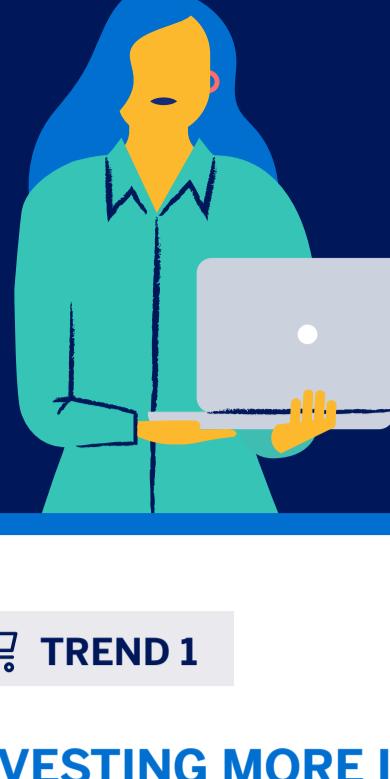


# TOP TRENDS DRIVING B2B DIGITAL TRANSFORMATION



Learn more about how the B2B payments landscape is evolving so you can prepare for the new normal.

## TREND 1

### INVESTING MORE IN E-COMMERCE

72% of B2B companies forecast that 41% or more of their revenue will be derived from their e-commerce websites in 2025.<sup>1</sup> Therefore, many businesses are putting their money where their e-commerce is.



**85%**  
of businesses expect their digital experience budget to increase next year.<sup>2</sup>



**41%**  
of respondents said selling directly to customers online is the most significant opportunity for their business in the next year.<sup>3</sup>



**52%**  
of the average company revenue share has been driven by e-commerce during COVID-19.<sup>4</sup>

#### HOW YOUR BUSINESS CAN ADAPT:

Offer an e-commerce experience that enables customers to easily purchase products or services online. Then clearly communicate and promote your offerings across channels to ensure awareness.



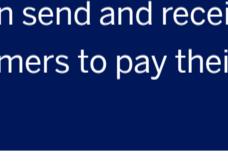
## TREND 2

### USING AND ACCEPTING VIRTUAL CARDS

The commercial card ecosystem is well equipped to handle the needs of a remote, online-only workforce.<sup>5</sup> More B2B companies are using and accepting virtual cards to accelerate payments, reduce the risk of payment fraud and improve customer satisfaction.



**20%**  
annual rate increase for the use of virtual cards as a payables tool during the past five years<sup>6</sup>



**74%**  
of checks vs. 3% of virtual cards were targets of attempted and/or actual payments fraud in 2019.<sup>7</sup>



#### HOW YOUR BUSINESS CAN ADAPT:

Use and accept virtual credit cards as viable payment options. Your business can send and receive payments faster while allowing your customers to pay their preferred way.



## TREND 3

### MAKING THE PAYMENT PROCESS AS SEAMLESS AS POSSIBLE

Business leaders are making the move to digital payment processes to help optimize operations, speed up payments and improve customer experiences.



**63%**  
of B2B invoices require between two and five individual signoffs, which can extend the time it takes to process checks from 14 to 30+ days.<sup>8</sup>



**84%**  
of businesses feel positive about transitioning to a digital payments system.<sup>10</sup>



**82%**  
of business leaders believe it would be helpful to switch from paper to automated digital payments, citing benefits like increased efficiency and improved payment accuracy.<sup>11</sup>

#### HOW YOUR BUSINESS CAN ADAPT:

Automate your payment processes and accept payments using an online payment portal to help customers pay efficiently and improve your cash flow.



Understand how to navigate the digital world  
To prepare your business for whatever comes *now next*

For more trends & insights

Visit the Merchant Insights Hub

#### SOURCES

<sup>1</sup> B2B Best Practices in a COVID-19 World: Eight Critical Pivot in Pivotal Times. Episerver.com (accessed August 11, 2020).

<sup>2</sup> eMarketer, Inc. June 2020. (accessed August 11, 2020).

<sup>3</sup> Why Corporations are Rethinking the Commercial Card for Payment. PYMNTS.com. April 9, 2020. <https://www.pymnts.com/news/b2b-payments/2020/boost-rethink-commercial-card/> (accessed July 22, 2020).

<sup>4</sup> B2B Payments Speed Up. PYMNTS.com. May 12, 2020. <https://www.pymnts.com/news/b2b-payments/2020/b2b-payments-speed-up/> (accessed July 31, 2020).

<sup>5</sup> B2B Payments Speed Up. PYMNTS.com. May 12, 2020. <https://www.pymnts.com/news/b2b-payments/2020/b2b-payments-speed-up/> (accessed July 31, 2020).

<sup>6</sup> American Express One AP Survey.



*DON'T do business WITHOUT IT*