

EXECUTIVE BRIEF

ONLINE EXPERIENCE FOR YOUR CUSTOMERS - B2C Vs. B2B

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Underwritten by:

THIS EXECUTIVE BRIEF IS A SUMMARY OF THE WHITE PAPER:
Online Domain Maturity

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INTRODUCTION

- Outsourcing web sites or applications is a solution to adapting quickly to customer needs in online transactions. Outsourcing can provide the right tools, appropriate performance and essential security.

IMPORTANT DATA

- Over 95% of European organizations currently do transactions online. Their online domains are now an essential asset.
- Protecting domain performance and security have become a top priority particularly among consumer-facing businesses.
- 77% of European organizations transact online with consumers and other businesses. The remainder transact only with other businesses.
- Consumer-facing organizations have a higher level of domain maturity than those businesses whose transactions are exclusively B2B.
- For consumer-facing organizations a higher priority is placed on online resources such as websites, online applications and support services such as online payment and CRM. They also are aware of the need to interface with social media.
- Consumer-facing businesses are most likely to have dealt with security and performance issues thus freeing themselves to focus on bottom line issues such as attracting new customers.
- Consumer-facing organizations are more likely to invest in measurement of user experience and data analytics. Non-consumer-facing organizations are likely to be focused on basic network issues and rely on out-of-date security technology due to lack of funds or reluctance to outsource.



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IMPORTANT DATA (Cont.)

- Over 98% of European businesses deal online with customers whether they are consumers, business partners or business customers.
- B2B organizations tend to be laggards in management of online relationships partly due to the fact that B2B customers tend to be more forgiving than other consumers.
- Consumer-facing businesses have many more registered users for online services than non-consumer facing businesses.
- A survey indicated that consumer-facing organizations regard their online presence as more important than do non-consumer-facing businesses.
- Analysis of a survey of organizations reveals that in terms of online services consumer-facing business are concerned primarily with commercial issues while non-consumer-facing businesses are concerned most with security and domain compromise.
- In protecting online domains consumer-facing organizations (B2C) report that they are more likely to invest in security than non-consumer-facing businesses (B2B).
- Consumer-facing organizations report greater investment in basic performance monitoring and customer-related issues than non-consumer-facing organizations which spend their budget on monitoring band-width and collecting system information.
- Consumer-facing businesses measure the granularity of user experience much more than do non-consumer-facing organizations.
- Both consumer and non-consumer-facing organizations report that they have work to do in measuring the commercial impact of their domains, that is, how user behaviour affects the bottom line and determining customer loyalty.
- A survey found that consumer-facing organizations are much more likely to outsource online services.
- All organizations report that their top priority for benefits of cloud-based services is pay-as-you-go pricing. The second highest priority is improved security.

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KEY POINTS

- Outsourcing websites and online applications, is indicated in a survey of European businesses to be common in consumer-facing organizations and less common in non-consumer facing organizations.
- Protecting an organization's domain reputation is a critical element in ensuring that a brand itself maintains or increases its reputation.
- The importance of websites as information source, online applications for commerce, websites for non-commercial interaction and payment systems are all regarded as less important among surveyed non-consumer-facing businesses than among consumer-facing organizations.
- Outsourcing online services contributes to online maturity and frees organizations to pursue business priorities.
- Consumer-facing organizations are more likely to use third party domain name service infrastructure and content delivery network.
- Trusting third parties to manage and protect DNS infrastructure, content distribution and threat protection frees up resources to enable generation of business online.
- CIOs must be diligent in ensuring the security of data in the cloud. A cloud services provider must be able to assure data privacy, resilience and capacity to comply with regulations on sovereignty and compliance.

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SUMMARY TREND

- Consumer-facing organizations are investing more in online domains than non-consumer-facing businesses.
- Non-consumer facing organizations are generally overly involved in managing technology platforms. This results in overall ineffectiveness of domain infrastructure in increasing sales.

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