# So your customer wants punchout.
Now what?

You've Got Questions

Completely unfamiliar with punchout technology? Already know the basics and need more detail? Learning how to leverage punchouts to build your B2B business? Regardless of where you are or what you know about punchout, we will break down your questions so you can confidently connect with your clients about punchout.

At the base level, a punchout catalog is a web-based product catalog integrated with a buyer's eProcurement system. Punchout catalogs allow buyers in an organization to quickly and easily locate products and add them to requisitions. Because eProcurement systems must be utilized by buyers to be successful, the purchasing process must be simple and intuitive for those users. That's why procurement professionals are leading the way for the consumerization of enterprise purchasing practices, looking to punchout catalogs as a way to mimic the ease of consumer online buying.

Buyer
eProcurement
Software

Supplier
Punchout
Catalog
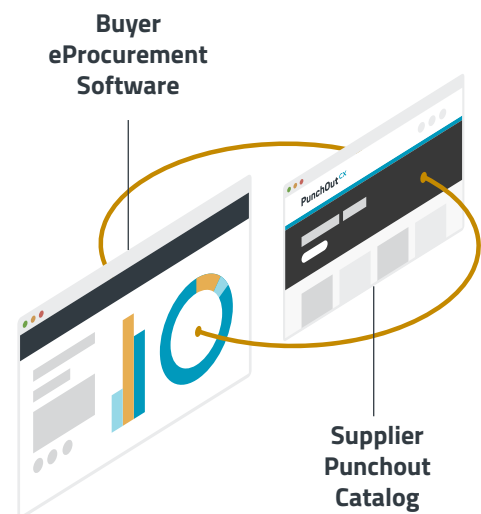
eProcurement technology is leading the way for the **consumerization of enterprise procurement practices.**

About eProcurement Platforms

To be attractive as a supplier in today's market, it's important that you be punchout-capable. Many buying organizations have invested in sophisticated eProcurement systems and they want to take full advantage of the capabilities those systems offer. Punchout allows these buying organizations to provide a user-friendly experience with intuitive access to products and pricing. That means an easier purchasing process for organization buyers.

eProcurement has experienced explosive growth in recent years. According to Forrester, "the ePurchasing market is growing almost twice as fast as the overall software market"[1]. As of 2019, it was estimated that 47% of enterprises have eProcurement systems, with the overall adoption rate when including smaller organizations at 35%. A third of lower-middle-market (LMM) organizations planned to adopt e Procurement software in the next 1-2 years, and 40% of small-to-medium enterprises (SMEs) planned adoption in the next 1-2

The COVID-19 pandemic has had an outsize impact on the market. According to Levvel Research's 2020 report, "COVID-19 is greatly affecting procurement . . . 60% of companies believe their existing procurement challenges were exasperated by the pandemic, and roughly 40% said that the effects of the pandemic have made automation more appealing." The report concluded that "all of these changes have forced companies to adapt and many have turned to eProcurement software."[3]

According to Gartner, when referring to procurement trends, "Technology investment will shift to include . . . customer experience technology, such as virtual supply rooms integrated with e-catalogs. "Procurement must develop new tools and processes that make it easier for business partners to [source] on their own."[4]

> "the ePurchasing market is growing **almost twice as fast** as the overall software market."

SAP

SAP Ariba ⟋⟋

❄ **coupa**

ORACLE

JAGGAER

workday.

VRoOZi®

What is punchout and how does it work?

By definition, a punchout catalog is a web-based product catalog provided by a particular supplier, customized for a particular buying organization, and created specifically to connect with that company's eProcurement or purchasing software system. Each punchout catalog contains the customer's unique items and prices.

Not all buyers are equal when it comes to their requirements and needs, so by carefully understanding each buyer and implementing adaptable punchout solutions, you will further cement your relationship with existing customers and open doors to new customers. Punchout capability will give you a key competitive advantage vis-à-vis other suppliers. This can translate directly into increased revenue opportunities.

Does punchout help my sales and marketing efforts?

Absolutely. Punchout technology doesn't just benefit buyers. Punchout capability attracts customers of all sizes—those for whom punchouts are a requirement in RFPs and even those who may not be requesting punchout catalogs yet. Being punchout-capable can unlock new business opportunities and provide entry to entirely new markets, in addition to helping close bigger deals. Punchout capability can also lead to more sales with existing customers by providing exposure to new users in the organization. And each year the types of industries requiring punchouts expands, as does the number of product categories requested.

> a punchout catalog is a web-based product catalog provided by a particular supplier, customized for a particular buying organization, and **created specifically to connect with that company's eProcurement or purchasing software system.**

Are all punchouts the same?

Punchout catalogs vary from supplier-to-supplier based on the supplier's capabilities and the buying organization's requirements. For this reason, the ability to provide useful, intuitive punchout catalogs, with innate flexibility, is key. In other words, punchout integrations are not a "one-size fits all" process.

What is the Technology Behind Punchout?

Many buyers with sophisticated eProcurement systems are able to implement what is called Level 2 punchout. While all punchouts provide a storefront "front door," Level 2 punchouts allow the buyer to search for vendors' products directly from their eProcurement system in a manner that's similar to the way consumers search for products online. Buyers can search across multiple vendors, use keyword searches, and archive favorites. Most organizations with Level 2-capable eProcurement software require and/or desire Level 2 punchouts to simplify and enhance the buying and selling experience.

Sophisticated punchouts utilize a standardized internet protocol, called cXML, which is designed specifically for enterprise communication between eProcurement applications and e-commmerce suppliers. The protocol allows real-time dialogue between an eProcurement system and a supplier's e-commerce website.

Spotlight:
Level 1 Punchout

Level 1 punchout is "direct-to-catalog." Customers buying from Level 1 punchouts must enter each supplier's punchout site to seach for items within that individual catalog. Product searches cannot be conducted from the eProcurement system.
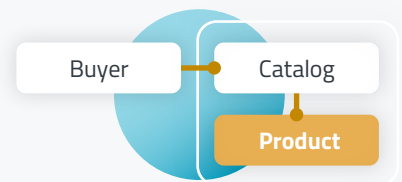
Spotlight:
Level 2 Punchout

Level 2 punchout is "direct-to-product." It enables buyers to conduct product searches directly from the eProcurement system, pulling search term results from all vendors' punchout catalogs.
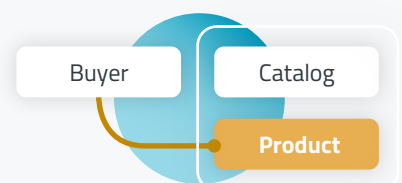
What Should I Look for when Selecting a Punchout Provider?

It's important for you to do your homework. Selecting a punchout provider is a critical decision with long-term consequences for your relationships with your buyers. Each buying organization will have multiple unique needs and specifications. As a supplier, you need the flexibility to adapt to your client's specific requirements. If you've been in business for any length of time, you know that while your client base probably has similar characteristics, their individual needs vary. Punchout is no different. When choosing a punchout provider you need to be forward-thinking. Don't settle for the first option you find, or even solutions that may seem the simplest. Many solutions out there promise to be highways but turn out to be time-sucking and resource-draining dead-ends. Here's what to look for:

- Experience, experience, experience. eProcurement system idiosyncrasies are very common and you want a punchout provider who has seen it all.

- Look for punchout providers who have built their offering on the foundation of an e-commerce system. Providers with robust e-commerce backgrounds will have more adaptable and powerful solutions.

- The ability to onboard quickly and smoothly. Onboarding is the connection and integration with the eProcurement system.

- Best-in-class customer service for both you and your buyer, and professional strategy coaching.

- Advanced feature set that differentiates you from other suppliers.

- Seasoned technical professionals to ensure the smoothest possible experience.

- Dedicated project team to handle onboarding and service post-launch.

- Automated tools to handle punchout data processing.

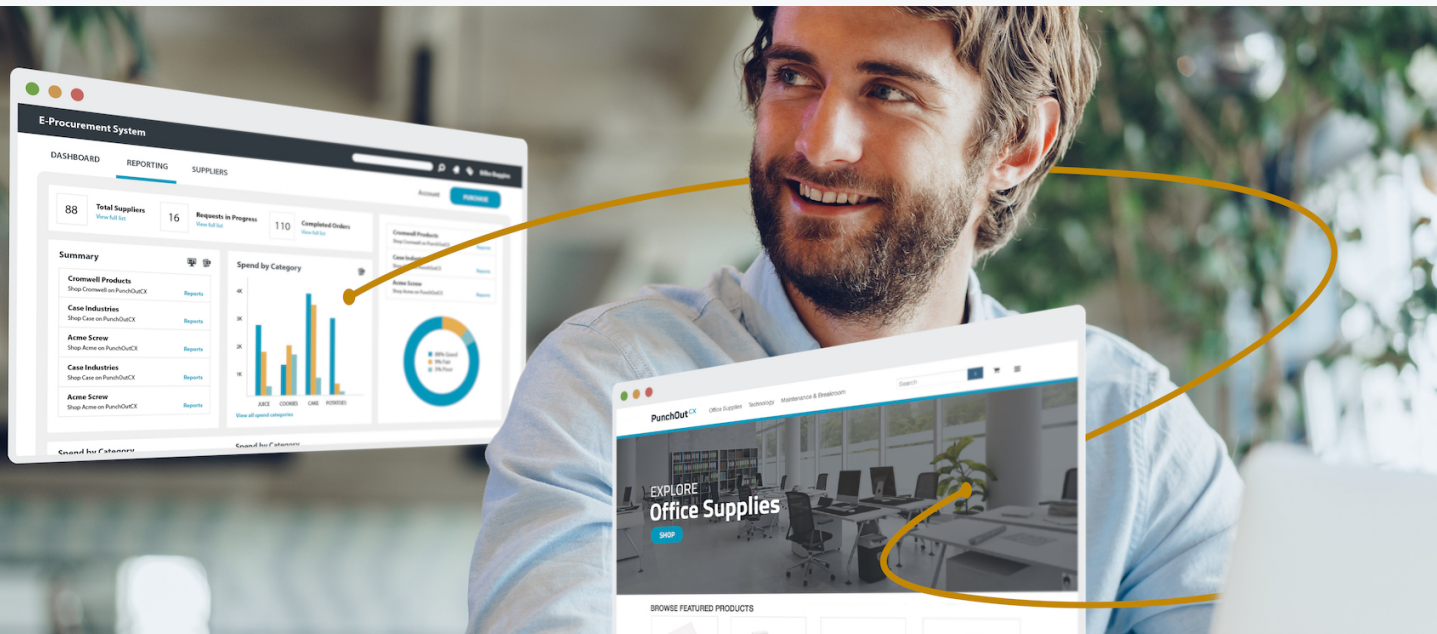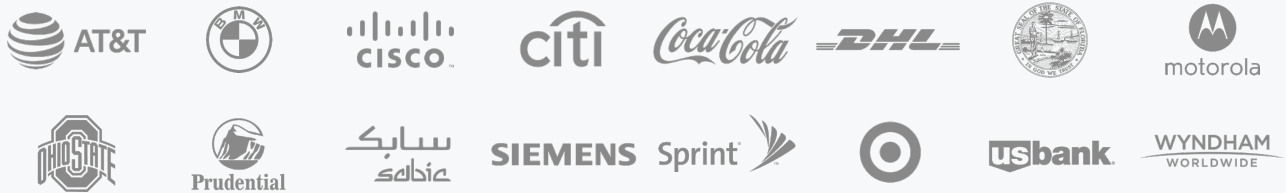- Adaptable service platform that can connect to any eProcurement system.

> Selecting a punchout provider is a **critical decision with long-term consequences**

What Sets Corexpand's PunchOutCX Apart

With over 21 years of experience serving thousands of businesses, millions of users and processing billions of dollars in online transactions, at Corexpand we've seen what works and what doesn't. We've worked with suppliers of all types and sizes, from mom-and-pop shops to Fortune 500 companies. We have implemented PunchOutCX with the largest B2B buying organizations on the most sophisticated eProcurement platforms, as well as with buyers who are not as far along in the digital transformation of procurement. Corexpand checks all the boxes on the list on the previous page, making PunchOutCX the answer to all your punchout catalog needs.

A universal solution for **every eProcurement system** with all the back-end power you'll need today and tomorrow

Buyers serviced by PunchOutCX:

AT&T · BMW · CISCO · Citi · Coca-Cola · DHL · State of New Jersey · motorola

OHIO STATE · Prudential · sabic · SIEMENS · Sprint · Target · US bank · WYNDHAM WORLDWIDE

Corexpand's Unparalleled Customer Service

Sales and Marketing

Corexpand will help your team utilize PunchOutCX technology to deepen relationships with current accounts and secure new business – all at no additional cost.

- ✓ Assistance with RFQ responses
- ✓ Fully-functional demo store
- ✓ Business and technical support for sales meetings

Onboarding and Launch

Onboarding is one of the most important phases of the punchout process. Corexpand is the most experienced punchout partner in this process, delivering the quickest integration in the industry, and remaining committed throughout the life of your PunchOutCX catalog, delivering significant benefits:

- ✓ Corexpand handles the entire onboarding process from start to finish.

- ✓ Exceptional service from initial set-up to ongoing integrations.

- ✓ Corexpand works with you and your buyers to understand their organization's unique workflow.

- ✓ The industry's most effective and efficient setup and testing process.

Timeline

Supplier provides product catalog data & eProcurement details

PunchOutCX provides 2-3 design options

PunchOutCX loads catalog

Supplier reviews and approves punchout site

PunchOutCX initiates testing with the buyer

Buyer tests connectivity and functionality
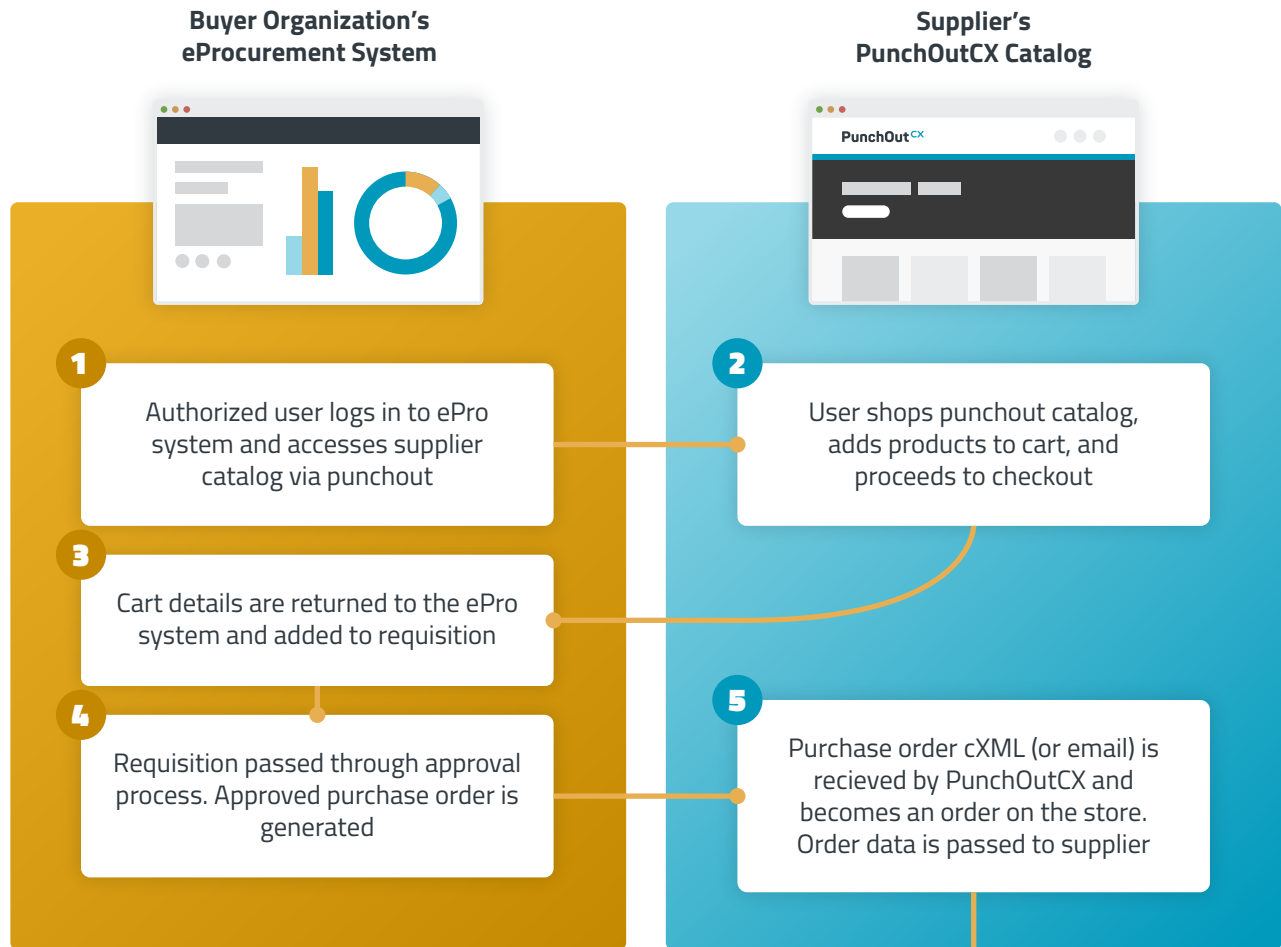
Buyer makes punchout site live

Buyers can begin placing orders

1-2 Weeks*
1-2 Weeks*

*Times are estimates

How PunchOutCX Works

**Buyer Organization's
eProcurement System**

**Supplier's
PunchOutCX Catalog**

PunchOut^CX

1 Authorized user logs in to ePro system and accesses supplier catalog via punchout

2 User shops punchout catalog, adds products to cart, and proceeds to checkout

3 Cart details are returned to the ePro system and added to requisition

4 Requisition passed through approval process. Approved purchase order is generated

5 Purchase order cXML (or email) is recieved by PunchOutCX and becomes an order on the store. Order data is passed to supplier

1. "The ePurchasing market is growing almost twice as fast as the overall software market," Forrester Research, November 2019

2. "2019 Procurement Insight Report," Levvel Research, May, 2019

3. "2020 Procurement Insight Report: A Buyer's Guide to Modern eProcurement Software and Purchasing Use Cases," Levvel Research, December 2020

4. "Procurement 2020: Your action plan to prepare now," Gartner Inc., 2019

Contact Corexpand today to learn more about PunchOutCX!

PunchOutCX@corexpand.com
PunchOutCatalogsCX.com

©2022 Corexpand, LLC