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B2B Web Portals: One of the Best Platforms to Enhance the Business Productivity
Eventually by [Lukehenry](#)

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Have you come across anybody who ever told you that he/she has recently got his/her present corporate website converted into a B2B web portal, which has actually helped them significantly in improving their company's productivity in terms of revenue increment and cost reduction. Secondly, that the web portal was developed and successfully launched within a period of few months then what was your reaction? I think you must have been amazed to certain extent thinking is it so? Can this happen, this question must be revolving in your mind right now.

You must be unaware about the fact that how corporations all over the world are missing out an opportunity these days, which can actually transform the ways to manage their businesses.

What is a B2B portal?

In general, B2B web portal refers to an e-commerce transaction that takes place between businesses. It is one of the most important entranceways through which you can get your business known over the world of internet. It is a perfect mix of web pages, advance features and other web services which tend to become a primary destination for end-users.

It is a term that is extensively used in electronic commerce industry and usually takes the form of automated processes between a manufacturer and a wholesaler or between a wholesaler and a retailer. Or you can also comprehend B2B as a transaction that takes place within an industrial value chain before the finished product is sold to an end-user or a potential buyer.

Some of benefits of having a B2B web portal in a highly competitive market of web design Melbourne are as follows:

Today, B2B portals have become an absolute necessity for the businesses of any type and size. Hence, the benefits of having a quality B2B web portal are numerous. Creation of a superior quality B2B portal will have instantaneous impact on the productivity of the company.

Revenue increment: Through the medium of B2B web portals, your probable clients can get faster and easier access to the product or service related information, speedier response to their queries, prompt and friendly customer support services and are able to buy products online with a click of a mouse button. With the enhanced value-added services you can expect windfall as B2B web portals are considered to be the prime channels of sales.

Cost Reduction : The integration of an effective supply chain management solution actually reduces the order processing cost considerably. The recent research has revealed that if you integrate the sales and support costs, automated sales and customer support features in the solution then there are good chances that the overhead costs get reduced up to 30 percent.

Lowers the Customer Acquisition Cost: Effectual and successful portal and business branding on the Internet is a cost-effective method of strengthening your customer base.

Encourages community connection: B2B websites act as a common platform for the buyers and sellers for business communication, which further helps in attaining valuable feedbacks about the products you have displayed, in building up new business partnerships through simple public revelation of crucial business information.

In the nutshell, it can be said that one of the best and optimal ways to bridge the gap between the buyers and sellers effectively on the virtual world is “B2B web portals”. So, try to get in touch with a professional website developers working in any website development company, as they will work in close co-operation with you to create magnificent and highly functional business-to-business websites.

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[Lukehenry](#) - About Author:

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