



NOMAD

More Than an eCommerce Storefront

A Unified B2B Commerce Digital Platform

Sell Sheet

Partner

Who We Are. Our Best Fit.

A Peek at Price.

Nomad eCommerce Excels Where Others Fail

Extract and Transform ERP Data For an Optimized B2B Commerce Solution

Nomad is an all-in-one SaaS solution that combines eCommerce, marketing, content management (CMS), and ERP synchronization into one powerful platform. Our cost-effective, extensible, flexible websites are designed specifically for B2B manufacturers, wholesalers, and distributors. By directly connecting ERP to eCommerce, we ensure that our headless architecture dynamically distributes the back-end data through needed channels/devices, providing accurate, real-time information to relevant stakeholders. The result? Our clients effortlessly manage all their commerce sites on a single platform.

Continue Operating Your Way with a Scalable, Flexible, and Cost-Effective Website

Nomad understands that B2B companies require that their commerce solution acts as an extension to their unique backend processes—without manual intervention. To build that solution, we invest the time to understand those processes. Then, by leveraging our headless front-end and direct integration to the ERP we develop a dynamic, interactive commerce site that mirrors those processes. The result is a customized website that operates in sync with your business operations.

Provide Needed Functionality for Customer-Centric B2B Self-Service Experiences

Nomad's B2B Commerce platform provides all the unique features B2B customers need to self-serve and grow the business. This includes the ability to upload a PO right into a cart, support for multiple purchasing agents per customer, unique inventory sets per customer, and the ability to log in and reorder from lists and previous orders.

“ We now have a **new website that flawlessly integrates with our ERP**. Our customers **love** the new website and platform.”

—Aaron Lindholm, *Veloci Vaughn*

Efficiently Manage Customer-Specific Price Lists and Extensive Inventories

Nomad eCommerce is the ideal system for B2B enterprises with huge inventory counts and complicated pricing structures to manage. Our strength lies in our ability to pull product catalog data straight from the ERP, eliminating pricing conflicts and ensuring that the right price and inventory items are displayed to the right customer, every time. Additionally, our automated processes ensure that all orders placed through these channels are sent directly back to the ERP, guaranteeing an exceptional customer experience.

Deliver Product Configurations and Variations Direct from the ERP

Nomad offers user-friendly solutions for both product variation and configuration-based orders. Use Product Variants to pull inventory items from the ERP and present different versions on your site. With Product Configurator, build custom products using predefined components, or use the configure-to-order process to build unique configurations using rules to ensure only compatible items are shown. Sync with your ERP for streamlined order processing and access to up-to-date component options.

Empower B2B Customers with Simplified Account Receivable Management

Experience the power of Nomad Receivables' seamless ERP integration. Provide B2B customers convenient self-service access to up-to-date invoice, account balance, and payment history data for effortless research and electronic payments (including ACH and credit card options). Streamline your operations further by simplifying your accounts receivable reconciliation process, saving time, improving cash flow, and reducing risk.

“Nomad really does a lot **more work** for us **than a simple eCommerce system**. We've put Nomad to the test on a completely different level.”

—Walter Vaughn - Steele Rubber

Optimize and Personalize the B2B Checkout and Shipping Process

Eliminate manual calculations and spreadsheet-driven shipping logic. With Nomad, you can generate accurate shipping estimates, accommodate shipping through a customer's carrier account, offer payment options specific to negotiated terms, and fully customize the checkout process to each customer's unique needs—using data pulled directly from the ERP.

Transfer shipping logic and manual calculations from a spreadsheet (historically located on someone's desk) to the eCommerce website.

Method:	Amount:	SubTotal Range:	Customer Type:	Regions:	Ship Via:
UPS	25% of subtotal	N/A	N/A	AK, AA, AE, AP, AS, FM, GU, HI, MH, MP, PR, PW.	UPS
UPS Ground	5.00 <i>8.00</i>	Up to 19.99 <i>31.99</i>	USRT, USWH, USFR, USDR	AZ, CA, ID, NV, OR, UT, WA	UPS
UPS Ground	5.00 <i>8.00</i>	Up to 33.32 <i>Up to 53.32</i>	USWH, USDR, USFR	AL, AR, CO, CT, DC, DE, FL, GA, IA, IL, IN, KS, KY, LA, MA, MD, ME, MI, MN, MO, MS, MT, NC, ND, NE, NH, NJ, NM, NY, OH, OK, PA, RI, SC, TN, TX, VA, VT, WI, WV, WY, SD	UPS
UPS Ground	5.00 <i>8.00</i>	Up to 41.67 <i>Up to 66.66</i>	USRT	AL, AR, CO, CT, DC, DE, FL, GA, IA, IL, IN, KS, KY, LA, MA, MD, ME, MI, MN, MO, MS, MT, NC, ND, NE, NH, NJ, NM, NY, OH, OK, PA, RI, SC, TN, TX, VA, VT, WI, WV, WY, SD	UPS

Convert the shipping logic (see spreadsheet above) and rules to custom script in Nomad's operating system (NOPS). This will allow for the generation of customer-specific shipping estimates during the checkout process. It's that easy!

```

3 function main(cart, customer, originAddress, shipAddress) {
4   var region2 = ["AZ", "CA", "ID", "NV", "OR", "UT", "WA"];
5   var region1 = ["AL", "AR", "CO", "CT", "DC", "DE", "FL", "GA", "IA", "IL", "IN", "KS",
6
7   var destinationState = shipAddress.StateProvinceCode;
8   var subtotal = cart.Subtotal;
9   var theCommonTypes = ["USRT", "USWH", "USDR", "USFR"];
10  var customerType = customer.PriceLevelCode ? customer.PriceLevelCode : "USRT";
11
12  var rate = [];
13  if (region1.indexOf(destinationState) > -1) {
14    if (subtotal >= 1200 && theCommonTypes.indexOf(customerType) > -1) {
15      rate.push({ "name": "UPS Ground", "amount": Number((subtotal * 0.03).toFixed(2)) });
16    } else if (subtotal >= 600 && theCommonTypes.indexOf(customerType) > -1) {
17      rate.push({ "name": "UPS Ground", "amount": Number((subtotal * 0.08).toFixed(2)) });
18    } else if (customerType == "USRT") {
19      rate.push({ "name": "UPS Ground", "amount": Number((subtotal * 0.12).toFixed(2)) });
20    } else if (["USWH", "USDR", "USFR"].indexOf(customerType) > -1) {
21      rate.push({ "name": "UPS Ground", "amount": Number((subtotal * 0.15).toFixed(2)) });
22    }
23  } else if (region2.indexOf(destinationState) > -1) {
24    if (subtotal >= 1200 && theCommonTypes.indexOf(customerType) > -1) {
25      rate.push({ "name": "UPS Ground", "amount": Number((subtotal * 0.06).toFixed(2)) });
26    } else if (subtotal >= 600 && theCommonTypes.indexOf(customerType) > -1) {
27      rate.push({ "name": "UPS Ground", "amount": Number((subtotal * 0.11).toFixed(2)) });
28    } else if (theCommonTypes.indexOf(customerType) > -1) {

```

The spreadsheet's same logic now works throughout the checkout process, displaying calculated estimated shipping costs. NOTE: as the states change, the shipping estimate also changes.

Choose your shipping method

UPS Ground \$8.00

Payment Details

UPS Ground **\$8.00**

Security Code

Expiration

[Submit Order](#)

Cart Summary [View](#)

Subtotal: \$50.23

Shipping: \$8.00

Tax: --

Int: --

Total: **\$58.23**

Account Summary [View](#)

Billing/Shipping Address

Test User
1405 North Greenmount Road
Suite 260
O'Fallon, IL 62269
(618) 277-0340

The Evolution of Nomad:

From B2B Integrated Websites to a Complete eCommerce Platform

Nomad is more than just an eCommerce storefront solution. We've witnessed the shift of the market towards an omnichannel strategy, where physical and digital channels have merged to deliver unified experiences. This began in B2C, with physical stores and direct mail order catalogs and has now extended into the B2B market.

In 2020, our clients started contacting us with urgent requests for help. Their B2B customers were increasingly demanding omnichannel experiences. Therefore, our clients needed real-time digital product data that could be seamlessly integrated throughout their sales and supply chain channels to deliver those same types of experiences.

They needed inventory, customer-specific pricing, and marketing data, among other things.

As the only provider with a direct connection to their ERP, Nomad became their go-to solution. But we soon realized that everyone's data repositories and data requirements were different. So we developed a framework flexible enough to make custom queries on the fly and send that data to other APIs.

Today, Nomad has evolved into a complete B2B eCommerce platform, providing the framework to extract, transform data, and send data wherever it's needed—cXML catalogs, sales rep ordering solutions, and even other eCommerce platforms like Shopify for B2C sites. We also receive data back from these channels, which all seamlessly flows into the ERP.

"In a year's time we moved another niche site onto the same domain
AND integrated a punchout functionality. Nomad gets the job done."

—*Luke Belding - Cooks Direct*

Ideal Customer Profile

Great Fit

- B2B manufacturers, wholesalers, or distributors with some possible D2C (direct-to-consumer) needs.
- Annual revenue between 10MM to 200MM.
- Located in the US or Canada.
- Specializing in automating and managing ERP data primarily within the Specialty Industrial Manufacturing / Parts / Distribution sectors.

Not a Good Fit

- B2C-focused companies.
- Companies looking for a field service application or point-of-sale (POS) platform.

Why Nomad eCommerce Is a Better Fit for B2B

There are a lot of standard B2B eCommerce solutions. Nomad offers that and more, with unique capabilities that set it apart from the others. These capabilities include:

A Back-End Built for ERP

Nomad provides B2B eCommerce data that supports multiple inventory locations, customer price lists, and payment terms. This functionality is crucial to most (if not all) manufacturers, wholesalers, and distributors.

Direct Access to ERP

With a direct connection to the ERP data layer, Nomad can easily access the non-standardized data that is crucial for 9 out of 10 B2B projects. This includes supplementary product data, distinct custom shipping data, or additional data extensions outside of the ERP. By doing so, Nomad saves time and eliminates the need for expensive third-party connectors.

Custom Shipping/Custom Checkout

B2B shipping needs are complex and require flexibility and extensibility. Nomad offers custom shipping capabilities that support the splitting of carts into parcel or LTL carriers (based on certain dimensions or weight thresholds), allowing customers to use their own carrier accounts for billing, etc. This makes it easier and more cost-effective to meet the shipping needs of B2B customers.

“We have a new website that **flawlessly integrates with our ERP**. Our customers that we have sat with in person love the new website and platform.”

—Aaron Lindholm, *Veloci President & CEO*

Services/Pricing

Additional Value-Add Services

When you work with Nomad, you don't have to manage multiple disconnected teams. We offer a unified consulting and implementation team that partners with you to provide the solutions you need for your customers.

At Nomad, we've been serving manufacturers, wholesalers, and distributors for decades. We understand their unique needs and have evolved as they have evolved.

We don't aspire to be an advertising agency, and we don't want to compete with any of the outside marketing agencies, web designers, or web developers that B2B enterprises already use. Instead, we provide open access to the tools they need, using standard web technologies that require little to no ramp-up time.

Consulting and Project Management

Our consulting and project management services now stand at \$5,000, providing an affordable and accessible option to start using Nomad eCommerce without requiring a capital expenditure request.

Support

Nomad offers standard assistance during business hours via email, phone, and live chat from 9:00 AM to 5:00 PM Central Time. In case of emergencies, we provide 24/7 support through email and phone.

Pricing

As a SaaS solution, our pricing model is based on different subscription tiers, each assigned to a specific Nomad instance. These tiers are determined by the number of data insertions—orders, quotes, payments against invoices—and other custom configurations that Nomad inserts into your ERP system. To confirm the proper quoting for your needs, please get in touch with us for a discovery session.

Our **subscriptions start at \$1,995 USD per month**, and we also offer **standard implementation services after discovery**.

Your Partner Contact

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See some of Nomad's live sites and customer case studies:

nomad.site/customers