



Smart Business Buying for Industrials and Manufacturing Organizations

A guide to simplify business buying for industrial and manufacturing buyers



Manufacturing and industrial organizations are now turning to digital purchasing solutions to maintain a competitive edge in the face of persistent supply chain challenges. Where procurement was once purely transactional and considered to be a standard business activity, new purchasing solutions are making the role transformational.

Ultimately, Smart Business Buying by Amazon Business is helping industrial and manufacturing buyers recognize opportunities to drive business growth and meet organizational goals, enabling their organizations to:

- Turn data into powerful insights to pinpoint savings opportunities

- Accelerate purchasing agility across a built-for-business selection of products
- Increase customer satisfaction with greater supply chain stability

Smart Business Buying provides buyers with **visibility, flexibility, and automation**—areas of key importance when digitally transforming procurement. Amazon Business enables a purchasing experience similar to shopping in your personal life, which helps make the process **simple and familiar**.

Discover how Smart Business Buying can help streamline procurement at your organization.

Four Opportunities With Smart Business Buying

The buying needs of industrial and manufacturing organizations are complex and diverse, but Smart Business Buying can help optimize processes. Here are a few ways Amazon Business supports industrial and manufacturing buyers, helping you buy smarter.



01 | Unlock wider product selection and cost savings

Smart Business Buying combines a familiar buying experience with a comprehensive, built-for-business selection of products and hundreds of thousands of suppliers to ensure you **always get the best price**. Amazon Business does the hard work of finding and nurturing vendors, making it easy for you to identify business-relevant products across large categories, with quality customer support, competitive pricing, and customizable shipping options.

Amazon Business also helps you plan and manage operational spend with powerful analytics capabilities, consolidated suppliers, and quantity discounts that start at only two items. Smart Business Buying consolidates tail spend information to a single location, giving you full visibility into purchases with customizable insights on pre-built dashboards.

02 | Streamline buying processes

Smart Business Buying is a familiar buying tool with integrated purchasing guardrails that help simplify the purchasing process—providing a swift, smooth purchase. Manage business spend and avoid bottlenecks across the entire organization with governance controls, centralized policy management and seamless integrations with existing accounting and purchasing systems.

To help you **do more with less**, Smart Business Buying streamlines time-consuming tasks via:

- [Approval Workflows](#) automate purchase approvals, allowing you to control spending limits, set approvers, and scale purchasing.
- [Amazon Business Punchout](#) connects to dozens of purchasing systems reducing manual data entry and expense reconciliation.
- [Single Sign-On](#) with one click enables simple and secure access for buyers across the organization.

03 | Gain insights and identify savings opportunities

Amazon Business offers a suite of machine-learning powered analytics capabilities that **turn data into actionable insights**. For example, use Product Basket Analysis to compare pricing, selection, and alternatives between Amazon Business and your current vendors.

Real-time insights on purchases help drive improvements in organizational efficiency, innovation, and environmental, social, and corporate governance (ESG) goals. Smart Business Buying provides [real-time reporting](#) that helps:

- Improve visibility into purchasing patterns
- Maintain spending limits with control checkpoints
- Pinpoint savings opportunities

04 | Encourage responsible purchasing

[Guided Buying](#), a Business Prime feature, helps **manage contributions to your organizational goals** with every purchase by using out-of-the-box policies to direct spend toward ESG products and sellers. The feature can also track and report spend toward responsible purchasing goals.

Discover alternative ESG products from certified diverse and local businesses and more sustainable products across business-relevant categories. Amazon Business offers [over 300,000 Climate Pledge Friendly products](#) and [thousands of products from certified small and diverse-owned suppliers](#).



“Turning on Coupa Open Buy to get access to the Amazon Business marketplace as part of a Coupa product search is a no-brainer for us. I know our employees will love the improved ease of use, and Woodward gets even more spend control capabilities, so everyone wins.”

— Richard Landerholm, Global Supply Manager,
Woodward Aerospace



“Curtiss-Wright as a whole has enjoyed the flexibility of utilizing the Amazon Business portal via Zycus to make timely and efficient indirect purchases. The automation and ease of use have benefitted our overall business case.”

— Clarence Smith, Corporate P2P Manager, Curtiss-Wright



This feature is exclusive to Business Prime customers only.

Your Partner for Smart Business Buying

Maximize business impact and spend more time building your business with intelligent procure-to-pay solutions like Smart Business Buying.

Amazon Business helps organizations turn data into actionable insights, scale and operationalize responsible purchasing programs, and create an intuitive buying experience with purchasing guardrails. With Smart Business Buying's competitively priced, built-for business selection of products and sellers, you can accelerate purchasing agility and make smarter decisions.

Amazon Business currently supports the purchasing activities of more than 5 million organizations worldwide—including 80+ Fortune 100 customers.

Transform your purchasing with Amazon Business

Learn more about how Smart Business Buying at Amazon Business helps industrial and manufacturing buyers.
| Contact an Amazon Business Customer Advisor today.

Buy smarter. Dream bigger.

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