

# Defeating The Visibility Gap: How To Boost Manufacturing B2B Sales With Visual Innovation

In B2B e-commerce, manufacturers and distributors face a persistent problem: how to effectively present complex products in a digital format. It's not a question of appearance; it's about recreating detail and communicating it to the potential buyer.

Here, precision does not just matter, it is non-negotiable.

According to [Sana Commerce's B2B Buyer Report 2025](#), 73% of B2B buyers prefer to purchase online, yet 85% report frustrations with current e-commerce platforms that limit how often they do so. More strikingly, 75% say they would switch to a supplier offering a better digital experience, underscoring the urgent need for more accurate product representation and visual innovation. With 86% of buyers purchasing customized or configurable products, manufacturers face increased pressure to replicate product detail faithfully in a digital environment.

## The Visibility Gap

Nowhere does precise visualization count more than manufacturing. Consider the intricacies of a hydraulic fitting or the exacting tolerances of a medical implant. In a traditional sales environment, buyers could physically examine these components, ensuring they meet exact specifications. But in the digital realm, this tactile assurance is lost—replaced by text descriptions and static images that often fall short of conveying critical details.

This "invisibility" of complex parts online isn't just an inconvenience—it's a significant business challenge. Without adequate visual representation, buyers struggle to confidently identify and select the precise components they need. We call this the "Visibility Gap" and it has serious consequences for your bottom line.

It's worth noting that the B2B Buyer Report 2025 found lack of accurate or complete product information to be a leading frustration, cited by nearly 27% of respondents as limiting their ability to order online. 29% pointed to lack of accurate delivery information and 28% cited lack of accurate stock data, all of which can compound the Visibility Gap problem.

## The Ripple Effect of Poor Visualization

The consequences of this visibility gap extend far beyond simple ordering mistakes. For manufacturers, it can lead to a cascade of inefficiencies:

- **Increased Return Rates:** When products don't match buyer expectations, returns inevitably follow—eating into profits and disrupting supply chains.

- **Production Delays:** Misorders can halt production lines, causing costly downtime and missed deadlines.
- **Customer Dissatisfaction:** Repeated ordering issues erode trust and can damage long-term business relationships and aftersales revenue.

These visibility challenges are especially acute in spare parts and aftermarket services, where accurate identification and rapid fulfillment are critical. MRO teams must locate the exact part quickly—often without original documentation or part numbers. Hard-to-identify components create serious issues: the B2B Buyer Report 2025 found that 33% of buyers experienced order errors due to web store inaccuracies. When technicians can't visually confirm the correct part, repair cycles are prolonged, leading to extended equipment downtime and lost productivity. Valuable customers may turn elsewhere, favoring more visually detailed online catalogues that provide the information they need.

This is where Sana Commerce Cloud delivers measurable value. By linking product visualization directly to ERP data, customers gain immediate access to accurate stock levels, compatibility information, and delivery timelines.

The result is fewer returns, faster repair cycles, reduced downtime, and stronger aftersales performance.

## **Bridging the Gap: The Power of 3D Configuration**

To address these issues Expivi's visual 3D product configurator, now available on Sana Commerce Cloud, brings products to life in the digital space.

Key features include:

- **Interactive 3D Visualization** – Buyers can examine products from every angle and zoom in on specific details that static images or text can't convey.
- **Real-Time Customization** – As customers configure products to their requirements, visual changes appear instantly, reducing the risk of miscommunication.
- **Augmented Reality Integration** – Enables 'in-situ' visualization, so customers can assess product fit in their real environment.

Importantly 36% of buyers cite difficulty in finding and identifying products as a top frustration, while 40% say the lack of accurate information on stock, pricing, or delivery is their primary concern. An interactive 3D configurator can address both issues by helping buyers narrow down part variants and confirm correct configurations before ordering, drastically reducing errors.

## The Business Impact of Visual Innovation

Adopting 3D configuration isn't just about enhancing product pages—it delivers measurable business value:

- **Fewer Order Errors** – Visual confirmation reduces misorders, especially in complex or configurable product lines.
- **Shorter Sales Cycles** – Instant configuration and pricing streamline buyer decision-making.
- **Greater Customer Confidence** – When buyers see what they're getting, hesitation drops, and satisfaction increases.

The value of visualization extends beyond today's sales, it supports long-term adaptability. As manufacturers face increasing complexity in products, markets and buyer expectations, Sana's future-proofed platform architecture ensures they can evolve without disruption. Integrated natively with Microsoft Dynamics and SAP, the system removes the need for middleware or custom workarounds.

This streamlined foundation allows organizations to scale product configuration and sales initiatives while keeping pace with innovation—without risking platform obsolescence.

These benefits correspond with the report's evidence that buyers want reliability, efficiency, and speed. In fact, 25% cite reliability and another 25% cite efficiency as their primary motivation to go online. If they cannot trust the accuracy of product representation, and make a decision quickly, they will look elsewhere.

## Seamless Integration: The Key to Success

Sana powerful differentiator lies in how it integrates visual configuration directly into ERP platforms like Microsoft Dynamics and SAP.

This means:

- Live product data, including price and availability, is always reflected.
- Configured items sync directly into order records.
- The whole flow, from visualization to checkout, is unified and efficient.

Real-time data plays an essential role here. The B2B Buyer Report 2025 shows that nearly 30% of respondents are put off by lack of accurate delivery information, and 28% cite out-of-sync or incomplete inventory data. Integrating the 3D configurator with up-to-the-minute ERP data ensures these figures are visible, building trust and removing a key barrier to online sales.

## **Looking Ahead: The Visual Future of B2B E-Commerce**

Sana Commerce's 3D Product Configurator, fully integrated with ERP systems, delivers a seamless buying journey where product visuals, pricing, availability, and configuration all align in real time.

Buyers don't just browse, they interact, validate, and purchase with clarity and speed.

This visual-first, data-driven experience builds trust, reduces friction, and strengthens long-term customer relationships. As the B2B Buyer Report 2025 shows, buyers overwhelmingly prefer to purchase online—but only when they can rely on the information presented. Addressing the visibility gap is no longer a nice to have, it's a commercial imperative.