B2B Commerce

Unlock your digital potential

B2B commerce – unlock your digital potential

B2B organisations must take multiple factors into consideration in order to effectively grow online. From selecting the right eCommerce platform to adapting existing processes, embracing digital transformation impacts nearly every aspect of your business.

The requirements for B2B functions in eCommerce are especially characterised by the need for a high degree of individuality and a seamless integration of existing workflows and processes, while staying responsive to changes in the market. When is comes to managing an evolving business, it's crucial to stay on top of the game with innovative B2B strageies - such as the integration of storytelling, which is a well-known B2C instrument - while being aware of current B2B platform threats.

To help you unlock the digital potential of your B2B organisation, this whitepaper provides you with innovative how-to guides, advice from B2B specialists, valuable company insights, and introduces you to Shopware's solution for successful B2B commerce.

With any questions, you can get in touch with us directly by writing an email to sales@shopware.com or by calling +44(0) 203 095 2445.

Stefan Heyne

CEO and co-founder,
Shopware

What makes B2B and B2C different?

by Tim Willis, C3 Media

First of all, what do B2B and B2C refer to? Business-to-business, or B2B is where a business sells principally to another business. Business-to-consumer, known as B2C, is the selling of products or services to the end consumer.

The two ecommerce approaches are not completely poles apart – B2C and B2B have quite a few similarities, and can learn from one another. They are both sales processes operating both on and offline, with their ultimate goal being to sell products or services. Excellent relationships between a business and its end users is vital for success in both models, and a solid marketing strategy is an absolute must.

Delving into a few specifics, and a few of the key differentiators:

Customers

The main goal in a nutshell for a B2C company is to acquire consumers and sell as much as possible to them. B2C companies employ heavy merchandising activities like promotional codes, displays, and store fronts (both offline and online) to entice the target market to buy, and importantly become a repeat buyer. The B2C customer is typically looking for the best price and may be happy to assess the competition before committing to a purchase, where USPs or brand loyalty do not contribute to the decision making process.

For B2B on the other hand, whilst client acquisition is key to ongoing success, once on-boarded, there is a greater emphasis on selling products or services to the same clients. High priority is placed on client retention, relationship building, and long terms partnerships. The B2B customer deeply understands the product or service, and their purchase helps their company stay profitable, competitive, and successful.

Brand

A strong brand is important to both the B2B and the B2C markets, but for different reasons. With B2C, a strong brand can encourage the consumer to buy, stay loyal and sometimes pay a higher price. In B2B markets, brand may only help you be considered, not necessarily chosen. No matter if you're in B2C or B2B, a strong brand does better than a weak one. A brand carries weight, tells us what values it has and what we can expect from it.

Payment

As B2B clients tend to place large or multiple orders in a short period of time, their preference is to pay on credit. It is important for platforms that offer B2B functionality to integrate with various solutions to provide their clients with different payment options and credit limits. In B2C, payments are more

straightforward. Typically, consumers are expected to pay for their orders directly, either using online methods or paying with cash on delivery.

Personalisation

Personalisation has proven time and time again to generate incremental uplift in purchase volumes and revenue in B2C, and customers have simply come to expect a more tailored browsing experience – whether from items recently viewed, recommendations or a simple 'welcome back' message when arriving onsite. Based on this, B2B companies with effective personalisation are, in theory, likely to outsell competitors without the same level of personalisation. Most B2B customers are required to log in to place orders, making it easy for B2B businesses to compile a record of their purchasing habits. B2B businesses should accelerate the rate at which they take advantage of this rich source of data for tailoring prices, product suggestions, and customising content like videos and articles. There are services such as recommendation engines that can automate the personalisation experience, making it easy to provide this custom experience.

Logistics

In B2B you are typically selling products to the same one client by the pallet-load. This can require complex logistics and shipping processes. The implications of shipping, returns and fulfilment are significant and must be carefully considered to ensure smooth movement through the supply chain.

For B2C, clear calls to action and upfront pricing (including shipping costs) are essential; so too is providing clear, detailed information about when the item will be shipped and arrive on the customer's doorstep.

Conclusion

As with any ecommerce website, it is important to follow best practices to optimise performance, including: overall site navigation and user experience, search engine optimisation, structured data, content creation and site search capability.

By tailoring your product purchasing process to your target market's needs, you can deliver a valuable experience without sacrificing genuine B2B functionality. Review B2C ecommerce practices to get useful insight on how to improve your B2B online retail experience.

When developing functionality and features for B2B, be smart. Your clients are unlikely to care as much about some of the attention-grabbing B2C techniques like a flashy home page, compelling brand story or user-generated content. B2B consumers want an uncomplicated purchasing experience from start to finish. Knowing the right features to implement and which ones to ignore will help you build a B2B ecommerce site that inspires long-term customer satisfaction and loyalty. The ecommerce platforms we work with, Shopware in particular, offer powerful frameworks with extensive and proven B2B and B2C feature sets.

Tim Willis is the Cofounder and a Managing Director of C3. If you've got any questions or are interested in talking about the key things that you think really set B2B and B2C apart, get in touch. Or if you've got a B2B or B2C project in the making, C3 would love to hear from you.

The Future of B2B in eCommerce

by Tom Robertshaw, Space 48

eCommerce is a fast paced, rapidly changing industry. This makes things exciting for those in it, but it's hard to keep up. Technology advances daily and brings more tools for businesses to shape their eCommerce presence. As platforms, integrations and strategies change, customer expectations shift, raising the stakes in a competitive market.

eCommerce has been traditionally focused on B2C, but we're realising that B2B shoppers have similar needs as B2C customers and we can see the shift in focus. Gone are the days of picking up the phone to place orders and manage their account. Customers expect ease of use when making a purchase; they want their journey to be frictionless. Increasing provisions for B2B out of the box with many platforms has made it more viable for B2B merchants to offer customers self-service features. Ultimately, the needs of a B2B and B2C customer are similar; the desire to transact or manage their order conveniently to them is a priority for both.

The bar keeps rising. In the B2C market, the adoption of AI and AR can demonstrate how different sofas look in the home. Customers have high expectations about their online experiences, and B2B cannot afford to stay lagging behind B2C. UX is the foundation of any eCommerce business' success: we've seen instances where making small changes to a checkout process can increase conversions by

over 40% in B2C and it's these considerations that can keep a retailer in business. It's good to remember that the real people behind the terms B2B and B2C are the same people, just in different contexts, so a high quality user experience is vital.

Providing B2B customers with more self-service functionality is beneficial for a number of reasons. The customer is happy, can find information easily, and the chances of them continuing to use your website is much higher. We expect to log in and see our order history, request a quote or download outstanding invoices. Another positive of providing this is the operational impact it has. Less time will be consumed by the customer service team, leaving more time to generate business. At Space 48 when we look at a website project we start with a discovery process that focuses on the organisation operationally. We look at where efficiencies can be made. A small piece of functionality can have a considerable financial impact. Coupled with happy returning customers and boosted revenue, it's a killer strategy.

The ecommerce platform itself is vital to providing the right functionality. Every platform is different and provides different functionality so it's critical to map out the needs of your business and your users before you even think about looking at platforms.

The most successful B2B businesses will consider the functions that will be vital to their growth whilst providing a fantastic service for customers. Only then will they dig deeper into platforms.

The most important thing is thinking about the business needs for the next 10 years, ensuring that the platform has room to scale and grow. We've seen an increased focus on B2B by ecommerce platforms. This competition is pushing the market forward in terms of what can be done out of the box. No longer do you need to invest in custom development to provide the minimal viable product for moving B2B transactions online. This trend will continue as third-party vendors catch up with their own features via integrations to fill gaps in each ecommerce platforms products. Hopefully we'll also see greater integration between different systems used within B2B businesses to facilitate high quality engagement with customers.

B2C has come a long way with marketing and the tools available to help retailers. Triggered emails and automated workflows are easily implemented to maximise income.

Personalisation is a fantastic opportunity for B2B retailers: adding cross-sells and related products can be unwieldy but integrating tools such as Nosto helps automate this process, increasing average order value and revenues. Intelligent search is a key part of B2B to facilitate the quick buy functionality without needing a separate quick order form. The use of AI and voice search is on the rise. It's estimated that by 2020, 50% of all online searches will be voice searches, so incorporating Alexa, for example, to facilitate reorders of regularly purchased items will offer real value.

The future of B2B is an interesting one; we'll start to see the gap closing with B2C and more retailers adding more functionality, and more intelligent technologies, to push their websites forward.

Tom is an ecommerce strategist with a background in development. He co-founded Meanbee in 2009, which was ultimately acquired by Space 48 in 2017. Tom is continuing his mission to inspire great ecommerce and is happiest when collaborating and sharing knowledge with the community whether that be through advising merchants, speaking at conferences, writing articles or contributing to open-source software.

What a B2B shop system must be able to do

by Wiljo Krechting, Shopware

Different buyer roles, complex orders and individual prices – B2C systems are typically unable to cover the special requirements for an online shop in the B2B sector. But what should be taken into consideration when it comes to a B2B shop system? And what features should be included?

The steady growth of the ecommerce market is increasingly being reflected in the B2B industry. The number of companies from the business customer sector that are pushing sales of their products via online channels is increasing rapidly. However, the complexity of B2B processes result in special requirements for shop systems. These are either not covered at all or only partly by conventional B2C systems. It is therefore recommended that you check in advance the extent to which a shop system fulfils the required criteria.

1. Rights and roles management

In B2B, there are often several people who are responsible for purchasing products. It may be that the buyers responsible have different permissions and are subject to certain restrictions, for example with regard to budget, order quantity, or the products themselves. To prevent employees from exceeding their permissions, it should be possible to store the different rights and roles of the respective employees in a B2B shop system. As soon as employees exceed their defined budget, the process must be automatically forwarded to the supervisor for approval.

2. Powerful search function

In many cases, a B2B company's product range is very diverse and difficult for customers to grasp. This is why a powerful search function is one of the basic requirements for a B2B shop system. In this way, customers are shown the products they are looking for as quickly as possible. To ensure this is the case, it is advisable to use a search function that is able to automatically complete or correct search entries so that customers are shown the correct products despite making any typos. Furthermore, a B2B shop search function should recognise synonyms and suggest related products and product groups to customers.

3. Simplified ordering process

The ordering process in the B2B differs significantly from that in B2C. While end consumers typically place individual orders at irregular intervals, B2B tends to see the same orders placed and repeated at regular intervals. For this reason, it should be possible in a B2B shop to store orders placed in the system and reactivate them if necessary. It should also be possible to add large orders to the shopping basket by uploading a CSV file or by entering product numbers using the search bar. This makes life a lot easier for customers, especially for large orders.

4. Individual pricing

The purchasing conditions in B2B are agreed upon individually. As a result, pricing imposes special demands on the shop system to be used. Factors such as individualised discount rates, different customer groups, order quantities or shipping costs have an impact on the individual customers' purchase prices. In a B2B shop system it must be possible to store different prices so that the customers can view the products with the individually agreed purchase conditions.

5. Multi-shop capability

A multi-shop environment enables shop owners to map several independent online shops that can be managed centrally from one backend. This provides online retailers offering an extensive range of products the opportunity to address different target groups and to target their respective online shops more specifically to individual customer groups.

6. Responsive design

More and more people are accessing the internet using mobile devices. Smartphones and tablets are also increasingly being used in the B2B sector for searching for products on the internet and making purchases. The increasing popularity of mobile devices makes it necessary for B2B shop systems to be optimised for mobile use. This gives customers the opportunity to access the online shop anytime, anywhere.

7. Seamless interfaces

In the B2B segment, shop systems must be seamlessly integrated into existing system landscapes. Interfaces to applications such as merchandise management systems, product information systems, content management systems, accounting systems, and controlling systems ensure a smooth transfer of data. Non-existent interfaces to third-party systems require additional resources, as individual interfaces have to be programmed to accommodate the technological gap. In the worst case, a missing interface is a knock-out criterion. That's why B2B shop systems should offer interfaces for the most commons third-party systems.

8. Retailer integration

Manufacturers and wholesalers often not only operate their own branches but also work together with a large number of retailers. This poses the challenge of integrating retailers into the manufacturer's digital distribution channels in order to build up a digital distribution network and automate processes across shops. Retailer integration benefits both manufacturers, which as a result increase the reach of their brand, and dealers, which benefit from the manufacturer's increased prominence.

B2B is not the same as B2C...

... and this also applies to the ecommerce systems used. Factors such as purchasing conditions, employee rights and roles, integration capability and the product range call for specific requirements that a shop system for the business consumer sector must include. Choosing the right shop software strongly depends on the requirements of the respective company.

Wiljo Krechting is an eCommerce expert and Manager Public Relations at the eCommerce platform provider Shopware. The media professional has a master's degree in political science and journalism from the universities of Münster and Melbourne, where he gained experience as a foreign correspondent for the publisher Axel-Springer-Verlag.

Platform threats

Things to keep in mind to avoid risks

Total cost of ownership

With additional fees, high hosting costs and possible security threats, it's difficult to determine the exact total cost of ownership of most eCommerce platforms.

Uncertainty around support

Every software reaches its end of life someday. Without support and regular updates in terms of functionalities and improvements, you're putting your business at risk.

No commerce and content capabilities

Out-of-the-box, most eCommerce platforms fail to offer any powerful content features, leaving you dependent on third-party integrations.

Major breaks

Sometimes there are breaks between two major versions of a software. Updating from an older version to a new one might demand significant effort and resources.

Limited search capabilities

Integrating a powerful search into your shop can require a lot of time and money. You often need third-party solutions to provide the best search experience for your customers.

No drop shipment

Implementing a dealer integration or drop shipping functionality in your shop can be complex and expensive. Therefore, rapid growth can be slowed down.

Storytelling in B2B
Why storytelling in B2B sales can be helpful

End customers in department stores and high streets cannot help but look carefully at the products on offer. Whether it's a 40-year-old Chardonnay or the "latest trend" from Milan, somehow you are always confronted with stories of the products. Even online trading is unimaginable without storytelling, as shop owners often rely on emotional worlds to guide customers through their product range.

Storytelling is hardly used in B2B
On the other hand, wholesalers and shop owners who sell to business consumers rarely present their products within the context of a story. In most cases, their online shops are still outdated, based on self-programmed frameworks that can only support quick ordering. There are many potential reasons for this - perhaps because established B2B companies are often still led by traditional-thinking decision makers or the infrastructure is not accepted by the customers. Orders by fax are far too often still the standard method in companies. But a new approach to these outdated methods would certainly pay off.

For end customers, storytelling is a blessing. Here's a simple example: You want to hold a wine tasting session with your friends over the weekend, but have absolutely no idea how to set about it. So you depend on information and reported experiences before you order wine. Extensive text with beautiful images or a video in which one of the winemakers presents the latest red wines helps enormously when it comes to gathering information. So it's no longer necessary to search for an expert. If you transfer this to B2B as a second step, it could work as follows: Instead of the private individual looking for a new wine, it could just be the local deli. The owner also wants to expand their range of goods and find high-quality wine. Although their knowledge of this field is great, they still cannot possibly know every wine. A good story can now convince them to add new wine from your assortment their their range.

Present quality better
While globalisation is brings opportunites for etailers, many of them find it very difficult to approach. Cheap products from China often outsell high-quality goods. Only when quality is explicitly pointed out does it also become an important factor in making decisions. But what if business consumers are not aware that the European manufacturer's quality is considerably higher? Here again, storytelling can be the solution. Consumers can be convinced through detailed documentation of the origin of their materials, especially if it is well designed. Those who fail to do so risk being placed on the same footing as low-cost providers.

One last point concerns customised content. Here, too, the basic points are already known in B2B, whether its through newsletters or

individual prices per customer. But shopping experiences tailored precisely to the customer are seldom to be found. If it is known that a business customer prefers simple ceiling lighting, then he should not be shown extravagant interior design after he logs in. The person who buys in the online shop is, in the end, just a normal recipient who wants to feel understood. Why should the same positive effect not occur here as is the case with customised content in B2C?

The mixture has to be right

Many positive examples from B2C can be transferred to inter-company trading. You only have to make sure that traditional B2B values are not ignored. So a retailer still has to offer a quick ordering options despite the wide range of information available about the products. Here it is important to create the right symbiosis of performance, usability and informative content. If you want to make storytelling in B2B a profitable marketing measure in your shop, here's a brief summary:

- Explain the history of your products
- Illustrate the tradition and quality of your company
- Address customers with individual stories
- Maintain performance and usability in the usual B2B framework
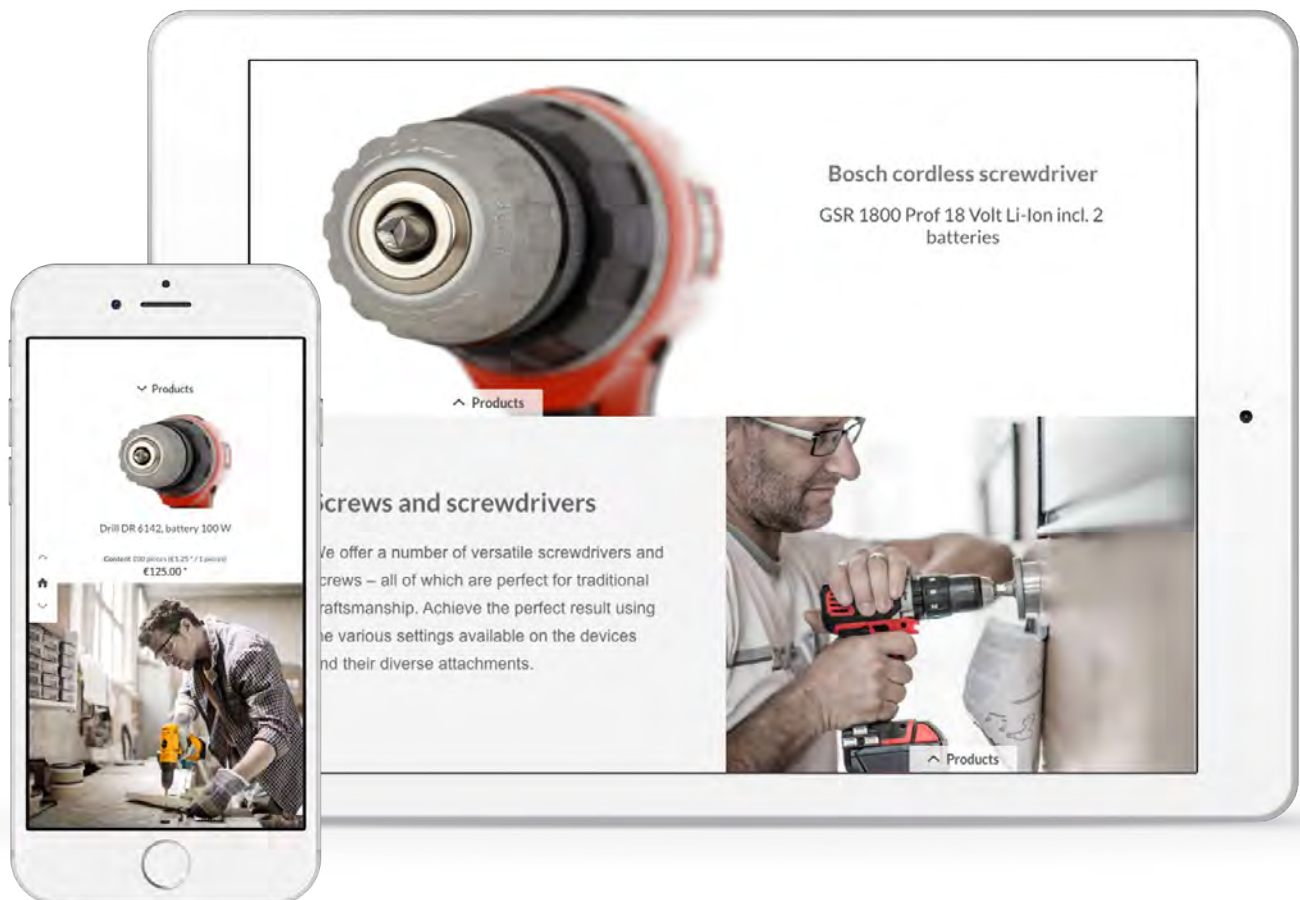
B2B ecommerce digital strategy: The dos and don'ts

by Nicholas Weber, Inviqa

B2B ecommerce initiatives can range from moving to a new platform to making improvements to the one you already have. They often involve competing stakeholders, diverse goals, and complex integrations, and without careful planning and a robust strategy, they're easily derailed.

Whether you're among the more than 50% of B2B organisations still without an ecommerce website or you're simply looking to provide better digital experiences, here are the digital strategy dos and don'ts of B2B ecommerce:

1. DO: identify the business objectives

Becoming a more digitally mature, customer-centric B2B organisation is a shift that doesn't happen overnight and requires the engagement of a variety of stakeholders across the business. Whatever you are trying to achieve for your business, you'll need to start by clearly identifying the organisation's strategic goals for your digital initiative.

This is where Discovery workshops come into their element. A Discovery with key stakeholders enables the organisation to gain a deep understanding of the project goals, context, risks, and how success will be measured to help prioritise and inform decisions. It helps surface contextual and organisational challenges and creates the alignment that's key to delivering digital products and services that meet both the customer and business needs.

2. DO: develop a digital roadmap

It's one thing to know where a business wants to go with its digital journey, but it's another to have a coherent plan for getting there.

A digital roadmap is a high-level document that outlines what the business wants to achieve, identifying some digital initiatives to help it get there. It needs to be detailed and robust, but flexible enough to be reviewed on a frequent basis and updated where relevant.

Formed of prioritised digital initiatives (assed using the likes of experience mapping and assumptions mapping), the digital roadmap helps a B2B organisation achieve its business goals and deliver more meaningful customer experiences. With a digital roadmap in place, the business has a constant reference point to keep the digital strategy on track and aligned with the business goals.

3. DON'T: make assumptions about your users

Designing your solution without a clear understanding of your audience will leave you with flawed digital experiences and frustrated users, because successful B2B ecommerce is as much about offering easy-to-use, convenient tools and services as it is about price.

As customers increasingly come to expect high-quality, efficient, and B2C-like experiences from B2B organisations, it's crucial for those organisations to really understand their users and how to provide value to them.

Rather than only considering what users do and

the services they require, B2B organisations should consider what users are thinking, hearing, feeling and doing, at every stage of the user journey. The focus needs to be on user mindset, rather than age or demographics, because this is key to understanding motivations and surfacing opportunities to improve the customer experience.

Methods of customer journey assessment and evaluation, such as customer experience mapping, usability testing with focus groups, A/B testing, and heuristics evaluation each have an important role to play in creating frictionless journeys that delight customers.

4. DON'T: go to market with a fully-developed solution

Instead, take an iteractive and data-led approach to designing and building digital products in a modular and flexible way. Digital prototypes can be a great way to get internal buy-in and test hypotheses for higher-risk, or potentially high-cost initiatives.

5. DO: continuously improve with data

With technology changing faster than most businesses, it's easy to lose relevance. That's why B2B organisations need to continually improve and evolve their digital products and services. This is critical to ensure they continue serving their audiences' needs and remain profitable, customer-orientated businesses.

6. DO: consider how to fund long-term initiatives

Business leaders increasingly realise that the only way to survive in highly-competitive markets is by focusing on continuous improvement, rather than one-off digital projects with an end-game. But many businesses' financial models for gaining funding for digital initiatives are at odds with this new way of thinking, and are still orientated around digital projects with a defined finish point. This will, of course, have to change. As digital innovation becomes more closely interlinked with day-to-day digital operations and product development, we can expect to see more emphasis on OPEX as a source of funding for ongoing digital initiatives.

In the meantime, product owners will need to create compelling businesses cases and seek out the most suitable ways to fund long-term digital initiatives.

7. DO: work with experienced partners

Experienced consultants and technical partners are invaluable in helping organisations understand how and where they can improve their digital products and services. More importantly, they can help B2B organisations achieve their goals faster, drive innovation, and become customer-centric businesses.

Effecting meaningful change in the business requires new approaches to thinking and doing, so look for an agency that boasts experienced strategists, designers, and technologists and can provide support across the entire digital product lifecycle, from consulting and ideation, to design, build, and continuous improvement.

Remember that a digital partner should do more than implement your chosen solution; they should be empowering digital teams to build capabilities and deliver more value, leaving a positive legacy and helping to establish an effective digital culture within the organisation.

Nicholas is a business consultancy director at digital consultancy Inviqa. A strategic and innovative thinker with 12 years' buying experience in retail and foodservice, a previous role saw Nicholas pioneer an ecommerce proposition for a £1.6 billion B2B business.

Case Study

How WOCKEN became the first go online with the Shopware B2B Suite

Whether wholesale, professional service or rental shop, the range of services offered by WOCKEN is extensive. A wholesale and service company, WOCKEN currently has 300 employees, 13 sites and operates in a wide range of industries. The central warehouse in Meppen, Germany comprises an operational area stretching over 27,000 m², including a 6,500 m² covered storage area with 40,000 stored items. In the interview, eCommerce Manager Wolfgang Klemme explains why WOCKEN chose to use Shopware.

WOCKEN leading the way in B2B

Finding a digital home is not an easy step for many B2B companies. Particularly with industrial companies, it can take a long time to replace or supplement traditional distribution channels. As the first Shopware shop using the B2B Suite to enable their digital B2B sales, WOCKEN is a digital pioneer in this regard.

"With Shopware, WOCKEN decided to use a modern, up-to-date shop system to replace an outdated online presence with an order catalogue," explains Wolfgang Klemme, eCommerce Project Manager. Contemporary and innovative features were particularly necessary for the B2B functions in the online shop.

In the B2B segment, customers expect a wide variety of functions in an online shop. By using the rights and roles management in combination with the implemented budget management and release process of the B2B Suite, WOCKEN affords a great deal of flexibility, which is indispensable in a B2B environment. In addition to conventional sales activities, WOCKEN has integrated a "sales representative function" into its B2B Suite. This allows their sales representatives to access specific customer accounts and place orders as part of individual consultation appointments in the customer's name.

Connection to SAP customer systems

The technical connections to WOCKEN's digital presence include a symbiosis between the shop and SAP by means of an OCI interface. In order to achieve a highly scalable architecture, WOCKEN outsourced the entire media and asset management from Shopware and implemented an external DAM system (Digital Asset Management), which the online shop uses to directly access all media. This central data management in the DAM system, in conjunction with the PIM system of OpusCapita and Shopware, prevents the unnecessary transfer of data and ensures the media is always up-to-date in the shop. In addition, high flexibility in the availability of the media is also guaranteed

for other channels such as print catalogues and brochures. The aim is that eventually 400,000 items will be offered in the online shop.

Wolfgang Klemme explains that WOCKEN wants to pave new paths in B2B by implementing Shopware's Shopping Worlds in the project: "Shopware so much freedom in the design and presentation of technical products, professional content and services. In a conservative industry, the option of telling stories and presenting technical products in an emotional way is a new and interesting design approach for us."

Key Facts

Shopware Edition:
Enterprise Edition & Diamond Subscription

Special Features:
First online shop with the Shopware Accelerator B2B Suite

Connection with a DAM system for outsourcing media

Connection with SAP customer systems via OCI interface

Shopware B2B Suite

The framework for your B2B model

The often complex requirements for representing B2B functions in eCommerce require a high degree of individuality and integration with traditional business processes, and the B2B Suite was designed and developed with this precise task in mind.

You can therefore expand the standard Shopware Enterprise functionality with the B2B Suite using a comprehensive and very powerful B2B framework, which ensures a seamless integration of the B2B Suite into existing workflows and processes.

Powerful B2B framework with an extensive feature set

High degree of integration through the framework approach

Tight control of rights and roles, budgeting and approval processes

Targeted customer approach through a customer-specific price function

The B2B Suite provides a comprehensive set of features, including rights and role management, approval processes, budgeting and quick ordering. As a framework, the B2B Suite can be adapted to individual customer requirements and also provides some of these functions in

the form of a Shopware plugin as part of a reference implementation. These and other features make the Shopware B2B Suite a high-quality framework that can be used to professionally implement individual and complex requirements for your B2B business.

Your simple path to Shopware

Personal consultation

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Digital transformation is about remaining relevant in a hyper-connected industry where technology plays an essential role in nearly every step of the customer journey. Do you have the innovative technology you need to move forward with this transformation?
To learn more about how Shopware can help you respond to changing customer needs and serve the ongoing growth of your business, get in contact with us today!