

B2B Commerce:

Laying a technological
foundation for business success

Table of Contents

Introduction	3
What makes B2B special?	4
Magnitudes bigger than B2C	4
B2B Customer Journey	5
The Purchase Experience is Key	5
B2B vs B2C	7
Technological requirements in B2B	8
The Need for Flexibility	14
Hybrid Microservices Approach	14
How to start in headless commerce?	15
Best Practices	16
Case Study: From monolith to modular architecture	16
Case Study: Traditional scrap trading goes digital	17
Case Study: Boost sales success with interactive product catalog	18
Case Study: Connecting robots, partners and users in one ecosystem	19
Case Study: Create a modern B2B webshop to strengthen online sales	20



Introduction

The nature of today's business-to-business (B2B) buyers and their expectations of working with suppliers and partners has fundamentally changed. B2B enterprises can no longer simply prioritize the negotiation of large contracts with the purchasing department or executive management; they must focus on the end-to-end digital experience for all buyers.

B2B suppliers must deliver the content, features, and experiences that their buyers enjoy from their daily lives as B2C consumers. For a commerce strategy to be successful in the long term it must take this reality into account.

The challenge for retailers is to merge their portfolio, content, and technology into a digital ecosystem that grows with new requirements. In this whitepaper, you will learn about the characteristics of B2B commerce versus business-to-consumer (B2C) and how to lay the technological foundation for sustainable business success.



About commercetools

commercetools is the world's leading platform for next-generation B2C and B2B commerce. To break the market out of being restrained by legacy suites, commercetools invented a headless, API-first, multi-tenant SaaS commerce platform that is cloud native and uses flexible microservices. This enables customers to deliver the best commerce experiences across all touchpoints.

www.commercetools.com

Munich - Berlin - Jena - Amsterdam - London - Durham NC - Singapore - Melbourne