

INTRODUCING

Launchpad Accelerator

commercetools
Enterprise Accelerator
for B2B Commerce



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Today's B2C commerce suites marry the best from B2C with the nuance that B2B businesses require. For years, B2C businesses were ahead of their B2B counterparts, not just because of the human dynamic of B2B sales but also because technology platforms failed to adequately support the needs of B2B businesses And it's only now that businesses no longer need to rely on heavy customization to develop and run their B2B commerce stores.

FORRESTER®

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Global business-to-business (B2B) eCommerce sales are predicted to reach over \$6.6 trillion by 2020, surpassing business-to-consumer (B2C) valued at \$3.2 trillion by 2020. The United States (US) alone will generate over \$1.9 trillion in sales by that time. With this rise in B2B eCommerce and the digital commerce world, B2B is predicted to become more like B2C.

Traditional B2B selling is becoming rapidly outdated and typically involves a customer relationship management (CRM) system, a team of sales representatives, and a list of contacts. B2B sales are on the rise, but instead of traditional B2B commerce business models, customers now desire a more digital experience mimicking B2C eCommerce experience on Amazon and Alibaba. There is significant market revenue potential for B2B eCommerce platform providers as these trends continue through the forecast period, resulting in rapid market growth.

**BUSINESS
INSIDER**

Challenges of Launching a Digital Channel

For years, B2B businesses have struggled with getting eCommerce up and running quickly. The process of getting a B2B eCommerce site launched is typically a 1-2 year project that swallows the time and resources of an already lean team.

New realities have shifted timelines, budgets, and priorities. New headless technologies now allow for faster, more agile launches. Now is the time for a more efficient approach to eCommerce.

Built to accelerate the best-in-class commercetools platform – a commerce leader rated by Forrester and Gartner – Launchpad is a B2B Storefront allowing you to launch in as quickly as two weeks.

We now have the opportunity and the need to take a more efficient approach to eCommerce.

Key Benefits:

- Storefront experience
- Search
- Order and fulfillment execution
- Catalog management



Introducing Launchpad B2B Accelerator

Designed for B2B eCommerce

Launchpad B2B Accelerator is a quick-to-implement solution that gets your B2B business running online. Built from our deep knowledge of the B2B landscape, Launchpad is designed to give your customers an exceptional eCommerce experience.

Launchpad gives you the flexibility to make strategic decisions about features, automation, and time, allowing you to see ROI in weeks, not years.

Give Your Customers Fast, Intuitive eCommerce

Launchpad integrates with your commercetools software and ERP to get your eCommerce business up and running, with all of the B2B features you need, in record time:

		2 WEEKS	6 WEEKS	10 WEEKS
INTEGRATION	Catalog	Excel Upload	Automated	✓
	Inventory	Excel Upload	Automated	✓
	Payments	Stripe	✓	✓
	Pricing	Excel Upload	Automated	✓
	Taxes	Avalara	✓	✓
	ERP	Keystroke Entry		Automated
	Fullfilment	Keystroke Entry		Automated
	Curbside/BOPIS Management			
	Account Load	Keystroke Entry		
EXPERIENCE	Standard Buy Flow	Included	✓	✓
	Accounts	Included	✓	✓
	Quotes	Included	✓	✓
	Invoice Payments	Not Included		Included
	Previous Orders	Not Included		Included
	Quick Orders	Not Included		✓

The Business Case

Save Cost and De-risk

Your eCommerce Launch

Launchpad B2B Accelerator solutions remove the time and costs associated with a typical eCommerce launch and operation. With this turnkey solution, you eliminate:

- 3-6 months documenting requirements
- 2-3 months on UX
- 4-6 months on front end implementation
- 1-2 months for testing
- Hiring and retaining key channel key members

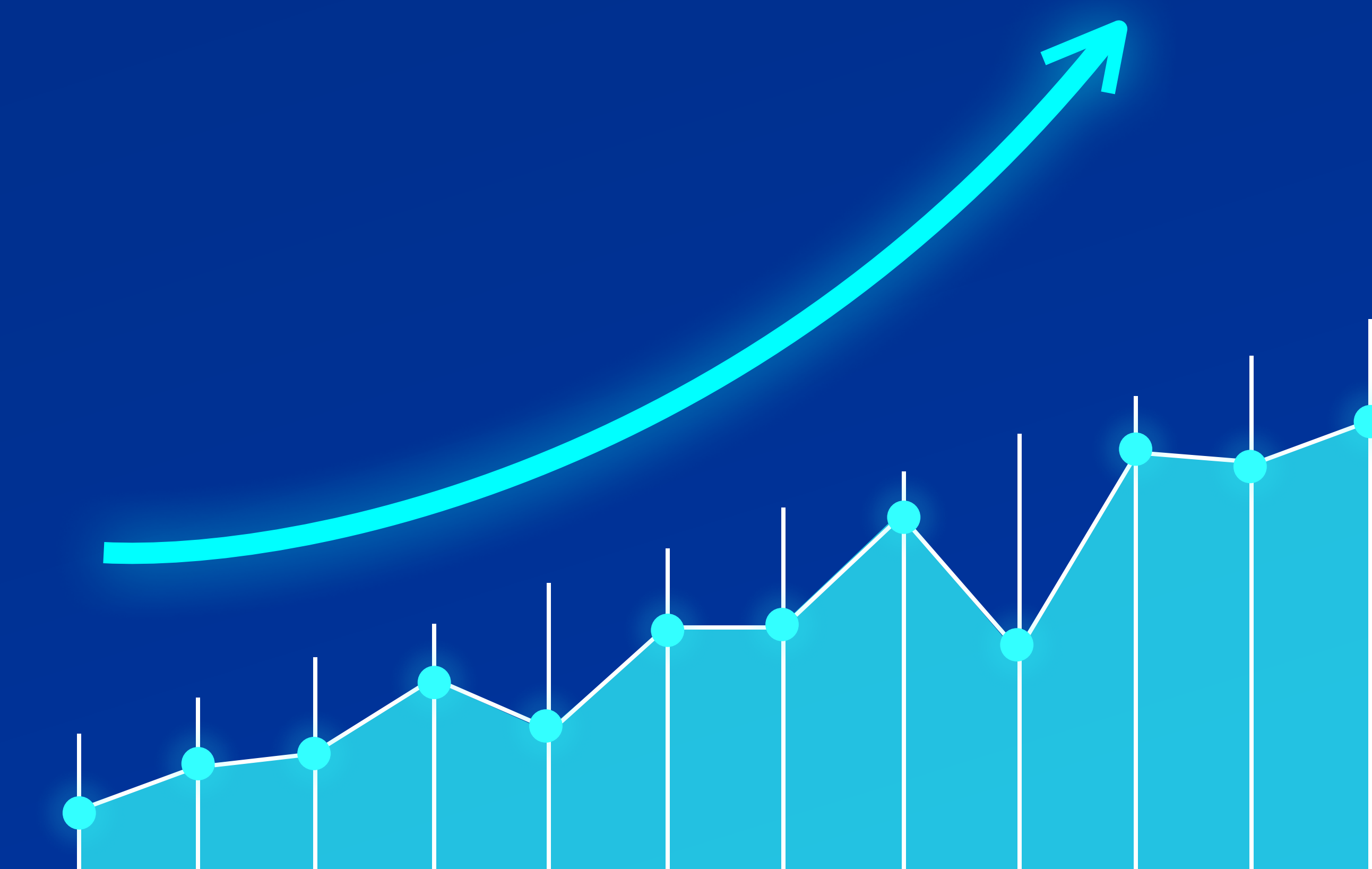
Typically, launching a digital channel can take 1-2 years and run +36% over budget.

During this time there's often scope creep, loss of direction, and growing frustration.

Launchpad removes each of the steps above and replaces it with an operational, expertly-crafted storefront that meets your business requirements and provides excellent customer experience at launch and for years to come.

Launchpad allows you to launch quickly with a robust commercetools B2B commerce site

- Reducing your cost to launch by +80% (eliminating requirements and UX)
- Reducing your operational costs by +50%



Benefits of Choosing Launchpad

- Provide a best-in-class customer experience: letting customers discover, learn, and buy products online
- Improve efficiencies for staff and partners
- Reduce cost of business
- Improve customer retention by providing a competitive customer experience
- Offer expanded order fulfillment, including curbside pickup and buy online, pickup in store (BOPIS)

Launchpad Managed Services

We understand that eCommerce is a complex channel. To support your eCommerce business getting up and running quickly, we provide a fully turnkey team that supports, enhances, and operates your channel at a cost savings of over 50% (compared to traditional ways of managing eCommerce).

These services include:

Operating eCommerce

- Importing customers, catalogs, price lists
- Setting up promotions
- Creating and uploading banners
- Producing analytics reports

Training

- Change management to get your leadership and managers ready
- Training your team on how to set up customers and run the new eBusiness

White-Glove Onboarding and Support

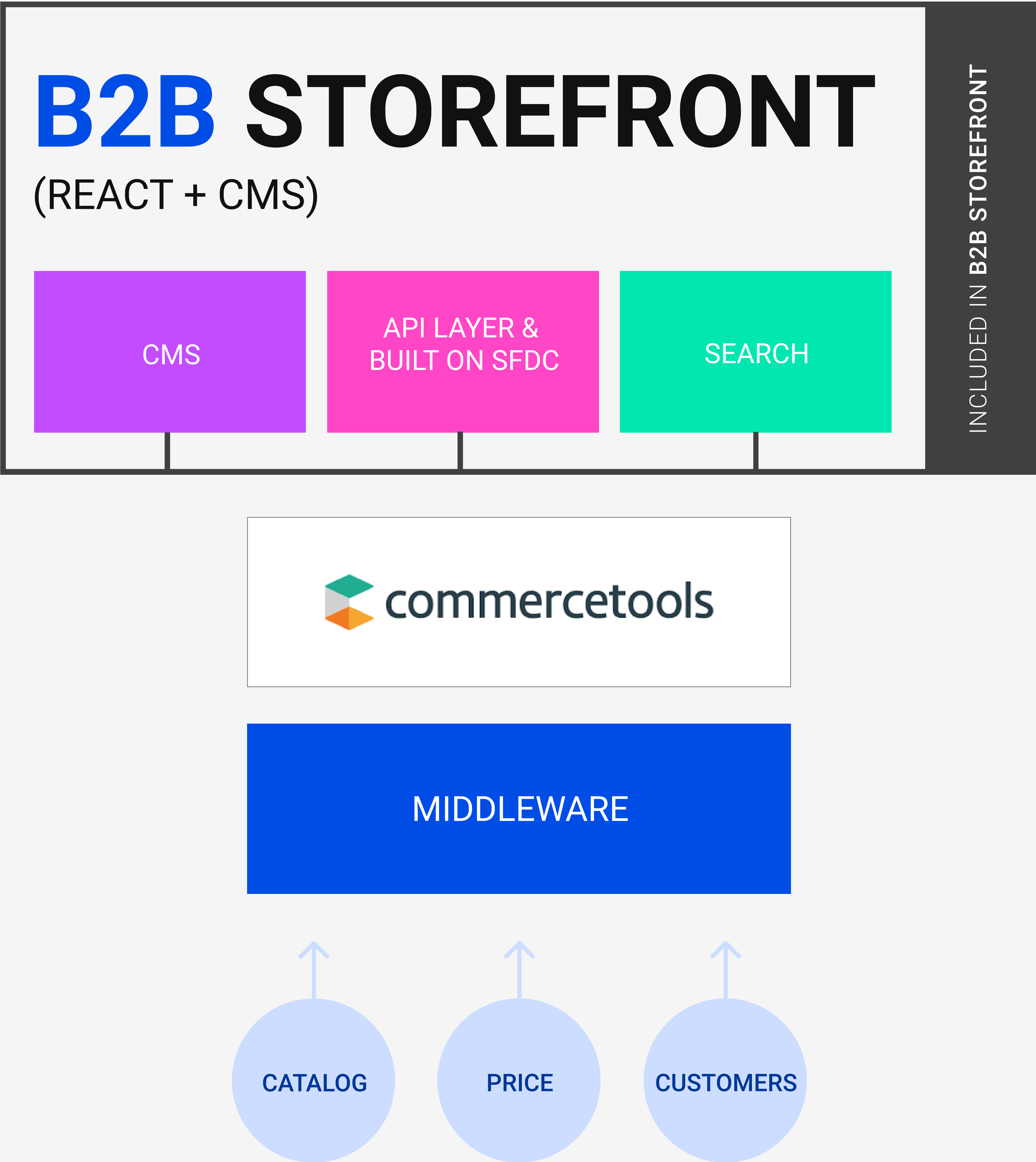
- **Customer setup:** getting your eCommerce customers registered, using the site, and ordering
- **Monitoring:** carefully watching each online order
- **Optimization:** identifying and working through any issues that arise in the onboarding process
- Bug fixes for issues on the site

Ongoing Enhancements

- Hosting and maintenance
- Business operations support (SEO, content, onsite search optimization)
- Changes in functionality to the site

How Launchpad Works in Partnership with commercetools

With a powerful API layer, strong search, and an exceptional storefront experience, Launchpad creates a powerful B2B eCommerce engine.



About Object Edge

Object Edge is an award-winning consultancy offering expert digital transformation, experience design, and commerce implementation.

For over 20 years, Object Edge has been solving the most complex digital problems with innovative business solutions. Capabilities include: user experience and research, creative design, design engineering, architecture, data management, enterprise enablement, operations optimization, and platform delivery in B2B.

We implement eCommerce solutions on commercetools, Oracle CX Commerce, Elastic Path, and Shopify Plus.

More information at objectedge.com

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. Using modern development building blocks in a true cloud platform provided by commercetools, customers can deliver the best commerce experiences across every touchpoint on a large scale.

commercetools has offices across the US, Europe, and Asia Pacific, with headquarters in Germany. Since its founding in 2006, commercetools software has been implemented by Fortune 500 companies across industries, from retail to manufacturing and from telecommunications to fashion.

More information at commercetools.com.



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