



smartosc



B2B ecommerce, accelerated.

# **SITECORE EXPERIENCE COMMERCE™ B2B ACCELERATOR**

Consolidate. Simplify. Improve.



## MAKE B2B ECOMMERCE SIMPLE FOR YOUR CUSTOMERS – AND YOUR BUSINESS.

When it comes to B2B ecommerce, the name of the game is simplicity.

Gone are the days of disconnection between sales channels, administration and operational management, and with so many factors to consider, businesses need powerful tools that aren't difficult to learn and use.

The Sitecore Experience Commerce B2B Accelerator automates and combines complex wholesale processes through intuitive storefront and backend interfaces to remove common frustrations that B2B businesses encounter when adopting a digital strategy.

An effective wholesale system has distinct demands and requires unique capabilities when compared to B2C, and in an increasingly competitive environment, it can be increasingly challenging for merchants to distinguish themselves from the competition.

The B2B Accelerator adds cutting-edge B2B functionality that caters to varied business models and channels through a dashboard familiar to businesses already utilising Sitecore while still easy to adopt for new users.

Harness control of your B2B ecommerce business - without the high costs or technical hassle.





## THE BUSINESS CHALLENGES THAT B2B SELLERS FACE

**Consolidate all B2B management processes** by designating privileges and autonomy to account managers and sales reps while making it easier for clients to complete purchases without assistance. Also by having catalogs, organisations, sales and merchandise information easily accessed, controlled and monitored from one place.

**Control complex purchasing workflows** with mixed customer requirements based on customized approval processes involving organisations, sales agents, purchasers, admins and more.

**Improve customer experience** while offering personalised, memorable and efficient multi-channel interactions with clients.

**Aggregate data across multiple channels**, gaining valuable insight into how your customers are behaving and where to focus on improving your business.

**Maintain a competitive advantage** and adaptability while anticipating and staying prepared for shifts in market and consumer behaviour.

**Maximise revenue and eliminate overhead** by increasing automation, self-serve functionality and expediting internal processes.

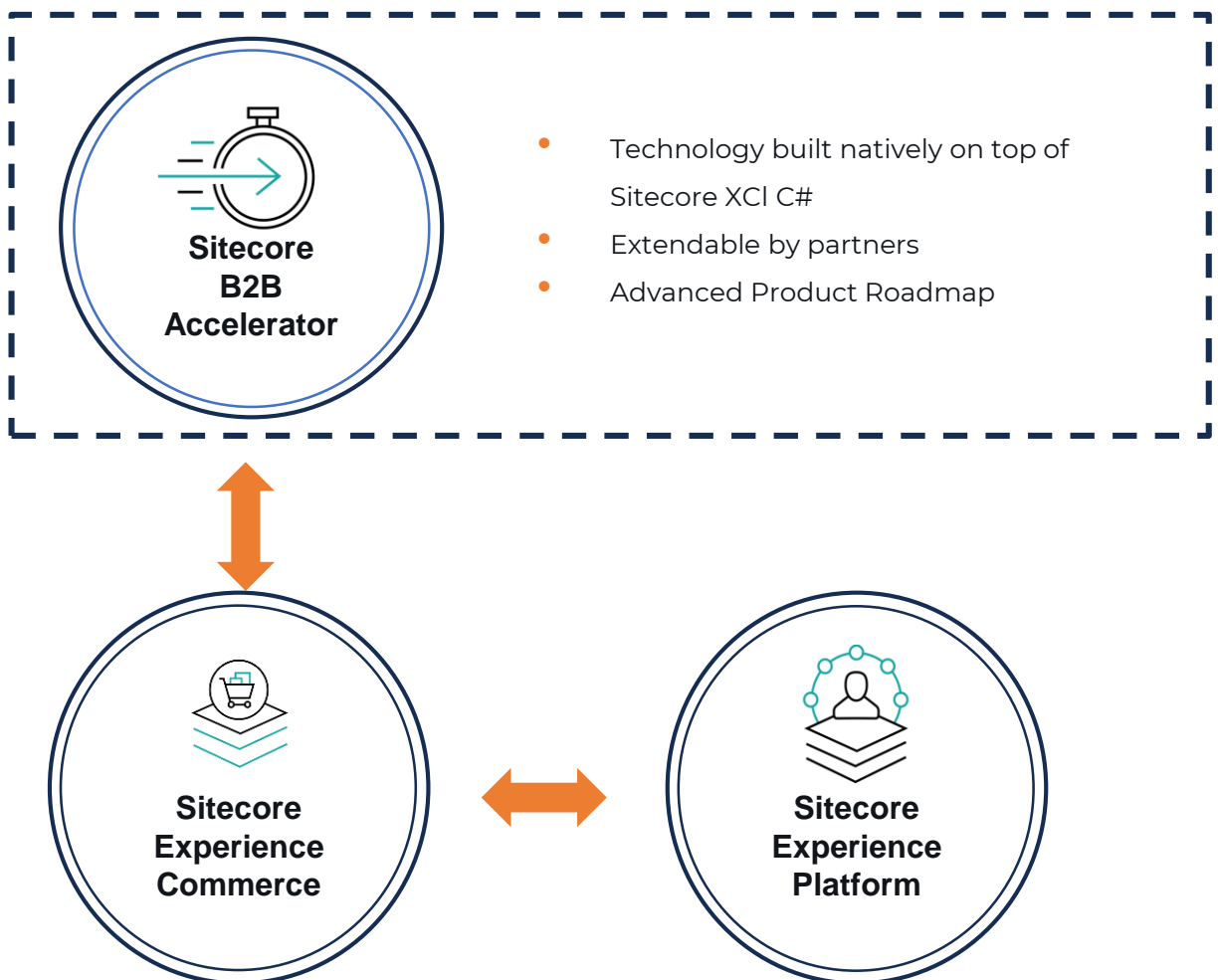
**Reduce time spent on manual sales tasks** allowing clients and users to make their own decisions within the bounds of authority level and permission management.

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## BUILT DIRECTLY ON TOP OF NATIVE SITECORE ARCHITECTURE

The B2B Accelerator seamlessly connects with Sitecore framework and utilises existing technology for:

- **B2B Personalisation**
- **B2B Experience Profile**
- **B2B Analytics and Reporting**





## KEY BENEFITS

*What's most important is the value that the B2B Accelerator brings to your business. We've designed it so brands experience numerous direct benefits to their storefront and management processes*




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### **Faster time to market**

Fully integrate within 3-6 months

### **Reduced implementation cost**

Avoid costly ground-up development

### **Greater value to clients**

Foster loyalty by making purchasing easier

### **Revenue optimisation**

Reduce overhead and focus on generating sales

Distributors, organisations, sellers and buyers

### **Increased productivity**

Automated, authority-based self-serve tools

### **Better management efficiency**

Total control over all interactions and processes

### **Seamless migration and integration**

Pre-built foundation to support extending Sitecore XP Commerce

### **Improved distribution control**

A hub for manufacturers, distributors, organisations, sellers and buyers

# FEATURE-RICH B2B ACCELERATION

## Basic B2B Functions

B2B Personalised pricing  
B2B Organisation Management  
B2B Customer Account Management  
Set Credit Limits/Minimum Order volumes  
Quote Negotiation  
Order Replenishment  
Request for quote  
Hierarchy Order Approval (Workflow)  
Order Management  
Marketing promotion book, multi-tier pricing

## Advanced B2B Functions

Create & Manage Sales Reps  
Sales Rep dashboard:  
Manage customer purchase information  
Customer reports  
Manage offerings (catalog & pricing)  
B2B Experience Profile

## Backlog

### (in product roadmap)

Major enhancement (B2B Search, B2B UI/UX, Personalisation Engine...)  
B2B Analytics & Report  
Advanced Sales Rep  
Advanced B2B Workflow  
Sales Affiliates Module  
B2B Personalisation  
Business Intelligence  
Sitecore Cortex in data analysis  
Other Advanced functionalities

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A close-up, low-angle shot of a smartphone's rear camera module, heavily tinted with a deep blue color. The camera lens is prominent in the center, with a small circular flash or sensor to its right. The phone's body is visible, showing a metallic or plastic finish. The background is dark and out of focus.

# **STOREFRONT ACCELERATION**



## Personalised Catalog

A must for B2B ecommerce management - this is a complete expansion upon Sitecore's existing catalog functionality. Now admins can customize catalogs for different organisations, each possessing its own product and price list, along with privileges afforded to that client. Price and product adjustments will be accessed via login after registering for an account.

## Quick Order

A high-end search feature will allow buyers to locate products via product name or SKU quickly and from one page without unnecessary mis-navigation. CSV files can also be uploaded for the fast requisition of predetermined purchase lists, tailor-made for large volume orders and designed to save time and improve experience. Auto-complete search is supported.

## Company Credit

Certain accounts can be granted unique payment terms at an organisation or individual level. This "credit" arrangement is an offline payment option that accelerates the order process and fosters a loyal relationship between buyer and B2B seller. Credit limits are customizable and unique to each client and/or organisation.

## Order Approval

Certain purchases require many levels of approval when they exceed designated thresholds, consuming time and taking away from the task at hand. The B2B accelerator enables easy access and facilitates rapid cross-departmental approval by making purchase data and history readily available to all members of an organisation.



### Maximum Order Value

Budgets can be set by an organization, allowing its members to only make purchases under a specified limit. If the limit is exceeded, the order will automatically be stored for approval under "pending" status. This permission management ensures that atypical purchases don't go unnoticed while standard orders won't consume unnecessary time through approval workflows.

### Order Template

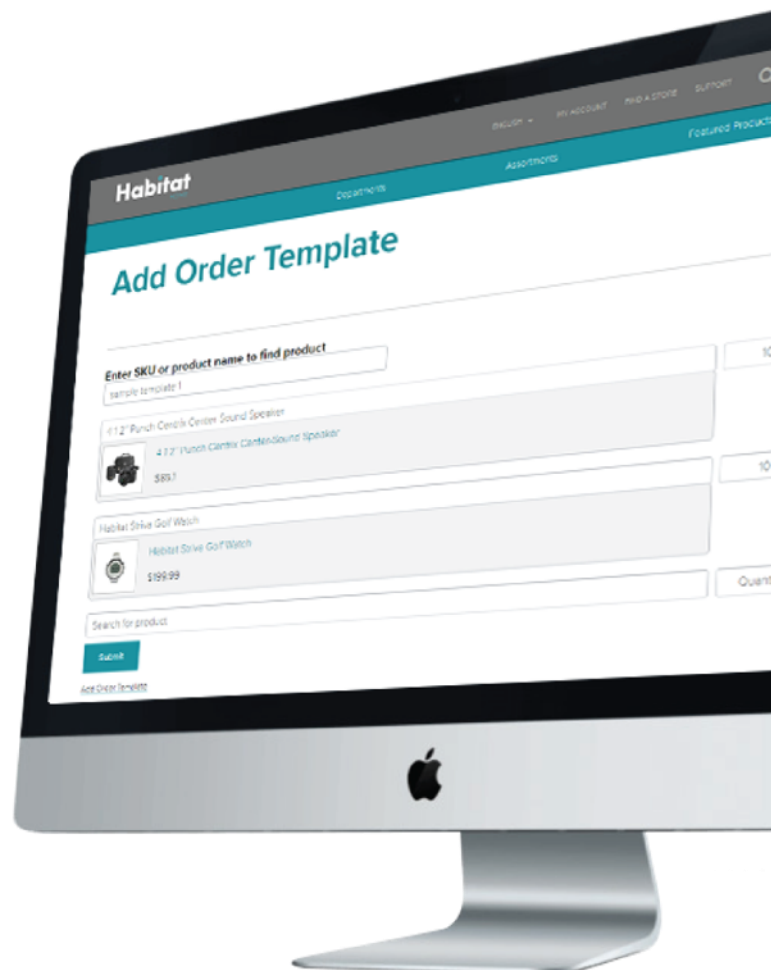
Up to 1000 order templates can be saved, eliminating the need to waste time building extensive repeat orders. Template orders are placed with a few clicks and can be customized at any time, eliminating the need to browse extensive catalogs repeatedly.

### Request for Quote

Organisations can request specific discounts via a button on the checkout page and begin the negotiation process with the seller. A threshold can be set by the seller then a request, respond, negotiate, agree workflow follows. The feature includes a message function and a saved negotiation history for each individual organisation.

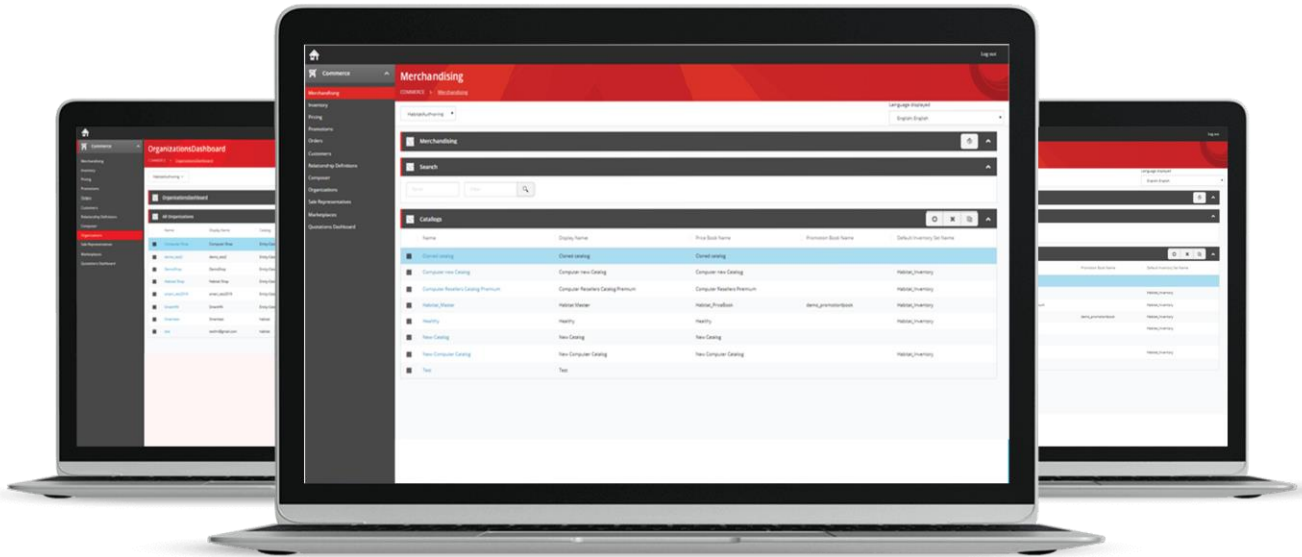
### B2B Promotion Notifications

A feature to ensure that savings won't be missed. View unique promotions available through the "My Promotions" menu and if products in an order are eligible for promotion, the system will automatically notify the buyer. The system will automatically upsell complementary products and offer 'buy x, get y discount' deals when appropriate.



# BACKEND ACCELERATION





### Consolidated Merchandising Panel

This tool consolidates the process of creating new custom catalogs: create, delete or duplicate, then assign the catalog to an organisation. Sellable items can be controlled from within by adjusting pricing and assigning them to categories then appear in personalised catalogs.

### Sales Rep Management

Create and store all information related to individual sales reps while controlling assigned accounts and monitoring performance. Sales reps will have access to a dashboard from which to organise their accounts and activity. The order delegation feature lets representatives make purchases on behalf of their customers, all dictated by authority level and role.

### Quotation Dashboard

This feature ties into the 'Request for Quote', but from the sellers perspective. Admins can review, approve and/or edit requests. The dashboard also allows users to view pending requests, reply to messages and monitor negotiation history.

### B2B Organisation Management

Easily view detailed information, status, orders and negotiation history from one place. Add new organisations including designated catalog, PriceBook, PromotionBook and credit limit while setting authority level.



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Email [support.b2b@smartosc.com](mailto:support.b2b@smartosc.com)  
Website [www.smartosc.com](http://www.smartosc.com)  
LinkedIn [linkedin.com/company/smartosc](https://www.linkedin.com/company/smartosc)  
Facebook [facebook.com/smartosc/](https://www.facebook.com/smartosc/)  
Twitter [twitter.com/smartosc](https://twitter.com/smartosc)

Vietnam (+84) 24 7108 1222  
Japan (+84) 24 7108 1222  
Singapore (+65) 917 281 33  
Thailand (+66) 8 3510 1378

US (+1) 425 243 4583  
UK (+44) 20 8390 2587  
Australia (+61) 1300 588 953