ORACLE COMMERCE B2B SOLUTION

Overview

The world of business-to-business (B2B) is changing. Today's B2B enterprises demand better customer experience, seamless integration, and maximum leverage across different channels. B2B market leaders must respond faster and differentiate themselves continuously. The Oracle Commerce B2B solution was developed to address these changing expectations of business buyers.

The solution provides a simple and ready-to-use platform for any B2B business, with powerful support to manage customers, products, pricing, payments, shipping, and much more, with a unified order fulfillment experience for both the customer and the enterprise.

The solution is currently built to serve the CPG and office supplies industry, but is easily and rapidly adaptable to any B2B industry segment with the help of our accelerators and expertise in leading industry verticals.

Key solution highlights

- Preconfigured and robust solution developed on top of the Oracle Commerce platform

- Adaptive product catalog management for any B2B segment

- Support for omni-channel experience

- Support for internationalization and personalization

- Customizable user experience based on e-commerce best practices

- Accelerated implementation

Key capabilities

Merchant features

- Product and price listing
- Catalog and eShop management
- Coupon mechanism
- Internationalization and multilanguage capability
- Reconfiguration of page components across site
- Preview capability
- Customer-specific pricing and catalog
- B2B customers profile, organization, and user management
- Order approval workflow
- User approval workflow
- Customer tier ranking based on business volume
- Service requests

Shopping features

- Personalization and browsing ease
- Predictive search and facet search
- Product display, sorting, and stock information
- Basket and mini-basket
- Intuitive and express checkout
- Shipping and payment methods
- Order summary and confirmation
- Requisition list
- Cross-sell and recently viewed
- Repeat order, schedule order, and quick order
- Organization-specific promotions based on tier (Gold, Silver, etc.)
- Recommendations
- Ratings and product reviews

Technical features

- Integration with web chat
- Responsive design
- User login authentication and password encryption
- Location-based content support
- Experience personalization – manage pages based on customer organization
- Navigation menu customization based on user segments

- Adaptable to any B2B segment
- Robust design
- Intuitive and infographic-enabled
- Scalable

Customizable capabilities

| Digital marketing | SEO | Analytics reporting | User experience | Omni-channel support | Punch out | Payment options | Shipping options | Self-help |

Our proven B2B experience

B2B eCommerce web-shop and enhanced capabilities for B2B operations

- **Client:** A major office equipment and supplies company with a presence across Europe
- **Solution:** Deployed B2B commerce solution using Oracle commerce with capability to support multiple geographies
- **Benefits:** Enhanced capabilities to run the B2B operations through web storefronts and punch out capability along with differentiated customer journeys for SMB customers and globally managed customers

B2B global eCommerce site as new online channel

- **Client:** A leading life sciences company
- **Solution:** B2B e-commerce core functionalities implementation across countries / customers
- **Benefits:** Increase in sales and revenue with the new online channel and increase in successful cross-selling / upselling rates. Better customer focus through faster fulfillment of the transactional requirements of a business proposition with increase in customer satisfaction and reduction in customer churn

B2B eCommerce transformation and improved operational efficiency

- **Client:** A Fortune 500, global leader in pressure-sensitive technology and self-adhesive base materials
- **Solution:** B2B commerce strategy for multichannel and new storefronts
- **Benefits:** Increased number of B2B orders and revenue through better customer responsiveness and enhanced user experience as well as increased operational efficiency through improved order management process. The solution also helped reduce price leakage and put in place easy and quick price increase processes.

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