INFOSHEET

Industry-leading B2B Commerce

Complete Commerce Solution for B2B and B2C

Now more than ever, digital platforms are becoming a primary way for manufacturers, wholesalers, and distributors to engage with their customers. But, finding a solution that is equally adept at selling to businesses and consumers and that can be easily configured to unique business requirements can be challenging.

That's why so many top businesses choose Adobe Commerce. It provides the fastest time to market with a feature-rich and flexible solution that includes:

- Extensive B2B functionality
- Personalized shopping experiences
- Global ecosystem of B2B experts

- Single platform for B2B and B2C
- Connects with backend systems
- Scalable, cloud-based commerce

FORRESTER®

- Named a Leader in The *Forrester Wave™: B2B Commerce Suites, Q2 2020*

Gartner

- Named a Leader in the *Gartner Magic Quadrant for Digital Commerce 2020*

Empowering Manufacturers and Distributors Worldwide

ABInBev

Nobel Biocare™

watsco

Honeywell

BSN SPORTS™

UNIPART GROUP

LIEBHERR

Sealed Air®

Extensive B2B Functionality

Adobe Commerce transforms B2B customer relationships and buying experiences with comprehensive capabilities.

Company Account Management

- Sell to companies with multiple buyers and tiered organizational structures.
- Empower companies to define specific buyer roles, permissions, shipping options, and approval workflows.
- Reduce inquires with self-service order, quote, credit, and invoice tracking.
- Maximize sales by accepting payments on account and via credit cards, PayPal, and more.

Friction-Free Purchasing

- Efficiently manage quote requests and negotiate pricing terms using a streamlined online workflow.
- Simplify process for purchase approval requests and payment on approved orders.
- Drive recurring revenue with fast ordering. Enter SKUs or upload a CSV file, set up requisition lists, or copy previous orders.
- Deliver exceptional service with the ability to login as the customer to resolve issues or place orders on their behalf.
- Support punchout purchasing and subscriptions with off-the-shelf extensions.

Powerful Shopping Experiences

- Easily create personalized catalogs, price lists, and promotions for customer groups.
- Aid discovery with search, layered navigation, and automated up-sell and cross-sell capabilities.
- Merchandise products with rich content: videos, image zoom, detailed descriptions, ratings and reviews, and more.
- Improve conversion by providing support in real-time via online chat.
- Leverage AI driven product recommendations that respect customer-specific catalogs and price.
- Increase engagement and drive revenue by deploying automated, intelligent product recommendations.
- Enable field-based sales and purchasing with a responsive site or Progressive Web App (PWA).
- Provide flexible fulfillment options with support for shipping and in-branch pickup.
- Build effective headless B2B commerce integrations with GraphQL APIs.

Multi-Channel Selling

- Handle all of your commerce needs with a single platform that is a B2B and B2C leader.
- Manage websites for multiple brands, channel partners, countries, or customers from one interface.
- Efficiently control your Amazon listings, inventory, and order fulfillment from Adobe Commerce.
- Implement new selling models with built-in support for digital goods and services and marketplace extensions.

Effortless Management

- Share data with any backend system using extensive APIs and pre-built connectors.
- Enhance your site with thousands of affordable, off-the-shelf extensions.
- Focus on your business, rather than IT, with a reliable, scalable cloud solution.
- Fuel your growth with actionable insights from 75 built-in business intelligence reports.

**Partner
For Success**
with a global network of
B2B commerce experts.

450+
Global Solution
Partners

360+
Expert
Developers

3,300+
Off-the-Shelf
Extensions