

Scalable and extensible to meet the changing business needs of B2B manufacturers and distributors, B2B Commerce Cloud provides the flexibility required to manage the complex business rules and integration needs of enterprise business-to-business (B2B) and direct-to-consumer organizations.

Developed for organizations with complex product offerings, multiple sites, and critical business rules and workflows, ecommerce sites built on the B2B Commerce Cloud platform provide unparalleled functionality, navigation and rules management. Fully configurable to meet your brand design standards and site functionality requirements, B2B Commerce Cloud provides deep integration within a wide variety of ERP, CRM, and CMS systems and is built upon best practices of successful web strategies, including website design, user experience, advanced site search, search engine optimization (SEO), merchandising, content management, and can integrate to your back-end business systems.

Cart & Checkout

The cart and checkout functionality in B2B ecommerce encompasses a broader scope than simply the transaction. The ability to manage the experience specific to existing approved customers is very different than selling to new customers via credit card to name a few examples. Regardless of your needs and requirements, B2B Commerce Cloud is designed to manage the B2B cart and checkout process and make the experience as unique as your business is.

- Abandoned cart emails
- Configurable checkout workflow to manage your customers checkout experience
- Freight calculation
- Guest checkout
- Integration to tax services & payment gateways
- Order and shipping confirmation emails
- Remember me
- Saved credit cards
- Store pickup/will-call
- Subscriptions

Catalog Management

With B2B Commerce Cloud catalog management, manufacturers and distributors can harness the built for B2B features of the platform to integrate various back-office systems to speed up, automate, and reduce errors in catalog management. Don't have all the data you need, or in the format you want in your back-office systems? With the robust administration console you can manage catalogs, custom attributes, UOM, catalog restrictions, and more across multiple sites, and all at once.

- Alternate text on images
- Attribute management
- Category and product data management
- Complex products: bundles, kits and configurable products
- Configurable inventory messaging
- Configure display/hide products for OEM/private label and restricted products
- Customer-specific catalogs, pricing and inventory
- Multiple units of measure
- Product details: documents, specification tabs, videos, multiple images, 360 degree images, etc.
- Shop by brand

Cloud

B2B Commerce Cloud is a digital commerce solution that allows your customers to access the data they need, from any device regardless of where they are. B2B Commerce Cloud includes more native B2B capabilities out-of-the-box than any other solution, giving you the ability to scale and grow without the need to re-platform. The B2B Commerce Cloud infrastructure is fully hosted on Amazon Web Services (AWS), in a controlled PCI-DSS certified cloud environment. Our multi-tenant hosting environment allows us to scale quickly to meet the needs of our customers, and our single-tenant application and database allows you to isolate your data and build out unique experiences. In addition, new features and updates are automatically applied to your B2B Commerce Cloud environment, with the flexibility to schedule your deployments to your production environment.

- Scheduled cloud updates
- Content delivery network (CDN)
- Secure and scalable hosting

CMS

When it comes to managing web content for your B2B ecommerce site, a solution that has robust tools built right in is the most effective. The CMS needs to successfully enable the creation of rich content and support the marketing efforts for an exceptional user experience. With B2B Commerce Cloud web content management system, you get an all-in-one solution with the same functionality you would expect to find in an enterprise solution.

- Build out site content and static pages
- Content creation and publication workflow
- Create content for future publication
- Location finder
- Bulk publish and data copy



Marketing

With more B2B capabilities out-of-the-box than any other solution on the market, B2B Commerce Cloud was built for B2B and is designed to manage the complexities of manufacturing and distribution companies' marketing goals. B2B Commerce Cloud includes a SEO friendly architecture designed to make finding new customers easier, and a guest user experience designed to make checkout a breeze. The solution includes a powerful promotions engine, dynamic cross-sell and upsell capabilities, dynamic product recommendations and so much more.

- Abandoned cart emails
- Canonical and configurable URLs
- Configurable promotions
- Data-driven and/or manual product cross-sell/ upsell
- Dynamic product Recommendations
- Email and newsletter management
- Google Analytics and Google Tag Manager configuration
- Meta and title tag management (SEO)
- Open Graph tag support
- SEO-friendly architecture
- Share a product
- Sitemap reation
- URL redirects

Integration

Our approach to integration includes an architecture that connects to common data points like ERP's, CRM's Freight Systems, EDI, PunchOut and more. B2B Commerce Cloud delivers a full featured Integration solution, right out of-the-box, without the need for third party integration tools.

- Customer management (integration to ERP)
- eProcurement: PunchOut and cXML interfaces
- Integration job management
- Integration tooling to connect to business systems (ERP, PIM and more)



Personalization

With powerful personalization capabilities built for B2B, you can target existing customers by role or industry, or use unique experiences to find and engage new customers. Use dynamic product recommendations to engage prospects with your business, or target existing customers through cross-sell and up-sell capabilities. Take advantage of out-of-the-box capabilities of multiple sites on a single instance to deliver unique experiences by segment, location or even by device.

- Assign customers and roles to users
- Customer-specific catalogs and part numbers
- Build unique experiences by customer segment, geo-location, device, etc.
- Dynamic, data-driven product recommendations
- Localization: multi-language and currency
- Manage content by language, customer segment and device
- Multi-site on single platform
- Recently viewed products

Search

With B2B Commerce Cloud search, you can give your customers the fast, flexible, seamless search experience they expect with a natively integrated Elasticsearch engine. This powerful technology paired with a familiar consumer-like user interface speeds interactions, and creates a better experience for your customers.

- Configurable synonyms, stop words and URL redirects
- Product and category boost/bury, including sponsored products
- Boost customers' previously purchased products
- Web page content search
- Sponsored search
- Search term redirects
- Did you mean
- Stop words
- Configurable auto-correct, fuzzy logic and field-level boost/bury
- Faceting and sorting
- Product comparison

Platform

B2B Commerce Cloud was built for B2B and is designed to manage the complexities of manufacturing and distribution companies' challenging businesses. With a powerful rules engine, an architecture designed to integrate and a modern administration console to manage the solution, Optimizely delivers a powerful, all-in-one commerce solution designed to grow and scale with any size business.

- Administration console
- Administration ODATA APIs
- Complex pricing
- Configurable business logic by site
- Customer and hierarchy management
- Data import/export functionality
- B2B Commerce Cloud admin console to manage platform
- Mobile responsive theme
- Multi-warehouse support
- Responsive UI/UX
- Rules engine
- Salesperson and CSR account management
- Single-Page Application (SPA)
- Site copy
- Storefront RESTful APIs
- User management and role permissions

Quick Order

B2B Commerce Cloud was built for B2B and is designed to manage the complex purchasing challenges of the B2B buyer including increasing conversions on quotes, ordering from order history, or making it easy to order directly from a list. B2B Commerce Cloud is designed to make it easy for your customers to make the purchases they want and drive more orders and engagement with your business.

- List management: user-specific and collaborative
- Quick order and order upload
- Reorder from order history
- Saved carts



Self-Service/My Account

B2B Commerce Cloud is built to support the needs of your customers and their ability to access the information that is relevant to them, on their own terms. From managing their account settings or user administration to reviewing order and invoice history, and everything in between, B2B Commerce Cloud makes your customers' jobs easier. Optimizely empowers your customers to do their jobs on their terms, and frees up your teams to serve the customers in the best means possible.

- Invoice history
- Order history with shipment information
- Return request/RMA
- User administration

Workflows

B2B Commerce Cloud is designed to support the unique workflow requirements that are common in manufacturing and distribution companies and their customers. B2B Commerce Cloud gives manufacturers and distributors the ability to manage project budgets, request quotes and order requisition, and so much more.

- Budget management
- Order approval
- Order requisition
- Request for quote

B2B Commerce Cloud Features List

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Cloud

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- Content Delivery Network (CDN)
- Secure & Scalable Hosting

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- Build Out Site Content & Static Pages
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- Share a Product
- Sitemap Creation
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- eProcurement: PunchOut & cXML Interfaces
- Integration Job Management
- Integration Tooling to Connect to Business Systems (ERP, PIM and more)

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Invoice History

Order History with Shipment Information

Return Request/RMA

User Administration

Workflows

Budget Management

Order Approval

Order Requisition

Request for Quote

