Composable Commerce for B2B

Composable Commerce for B2B helps businesses deliver outstanding buying experiences for their customers — no matter the size of the business or level of buying complexity.

Building on its success as a recognized leader in the B2B eCommerce space, commercetools is bringing expanded capabilities to B2B customers, further capitalizing on the established core strengths of our composable commerce API portfolio.

Where the rigid design of legacy commerce platforms restricts business growth, the composable architecture of our solution enables functionality and flexibility, streamlining processes and operations so your business can focus on growing revenue. Our entire portfolio is built on MACH principles, enabling businesses to continually deliver enhanced customer experiences, seamlessly scale as they grow and future-proof their technology infrastructure. For B2Bs seeking to grow their digital maturity and accelerate innovation, commercetools is supported by a best-in-class partner ecosystem.

Future-proof your business with MACH

MACH — the modern commerce architecture movement launched by commercetools — gives you unprecedented freedom to compose, decompose and recompose digital commerce solutions to meet the exact needs of your business, today and into the future.

Microservices
A modern architecture that makes your IT team agile, possibly even supersonic!
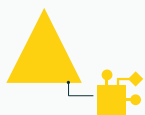
API-First
100% API-centric means you can consume any functionality.

Cloud-Native
Huge promotions, giant spikes – no worries! Our multi-tenant, cloud-native platform is always there.

Headless
Choose your own frontend: build from scratch or buy a packaged DXP. Put your customer experience first – we've got your back(end) covered!

Benefits of Composable Commerce for B2B

Increase revenue-generating opportunities:

• Roll-out modern commerce experiences quickly; experiment with new promotions and business processes, improve product data availability and price transparency, or implement a seamless checkout to drive conversions.

• Uncover new revenue streams and create measurable shareholder value with marketplace services such as subscriptions, promotions and tiered transactional fees.

• Improve organizational agility, enable rapid responses to GTM mega-trends, and pivot and expand into new business models, commercial offerings and product/services launches.

• Accelerate growth and innovation. Open up new opportunities to increase market share with our expansive API portfolio. Easily adapt to increases in traffic and transactions, deploy new products at scale, and localize content/currencies for new markets and geographies.

Maximize operational efficiency:

• Reduce time spent on labor-intensive administrative processes and organizational overhead costs (for you and your customers). Replace manual order processes with workflow automation and system integrations.

• Enable fully digitized business operations by transforming existing products and services into digital products. Automate sales processes, lowering labor and time costs. Redeploy time savings to augment sales and service team capabilities, redistributing teams to focus on more revenue-generating activities.

• Decrease total cost of ownership through composable cloud-native architecture which lowers maintenance costs, provides automatic updates and seamlessly enables autoscaling. Strategically invest in specific services that fit your business needs.
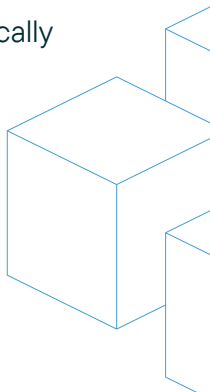
> **"** Once again this year, commercetools demonstrated that it is well-suited for technically-inclined enterprise B2B companies looking for a well-supported and flexible B2B eCommerce solution that offers an array of APIs from which a capable development team can effectively build compelling commerce experiences.**"**
>
> **ANDY HOAR,** CEO OF PARADIGM B2B AND A LEADING AUTHORITY ON B2B ECOMMERCE

Leverage a best-in-class partner ecosystem:

• Choose from over 175 global and regional implementation partners with expertise in your industry and use cases — all of which have been vetted and are dedicated to modernizing your commerce business and supporting your digital transformation initiatives.

• Tap into our network of partner Agencies and System Integrators to help you build a digital strategy and support organizational transformation.

• Capitalize on our deep understanding of the unique requirements of all B2B operating models and our ability to source best practices guidance from a large ecosystem of partner-developed packages, accelerators and a global community of connected developers.

Focus on customer experience-driven growth at scale:

• Deliver experiences that support higher engagement, grow loyalty and increase conversions. Leverage our entire API portfolio to meet the wants and needs of your customers. Streamline customer journeys across purchase and post-purchase, enabling collaborative buying, easy reordering, a singular cart view across channels, and improved visibility into pricing, product data and inventory.

• Expand with confidence that increases in volume, traffic and scale won't impact stability or performance. Our fully flexible, extensible, scalable capabilities enable you to customize experiences to match your operating model, ensuring your ability to maintain competitive advantage.

• Support business transformation with integrations and customized business tooling, so teams can roll-out real-time commerce updates when desired.
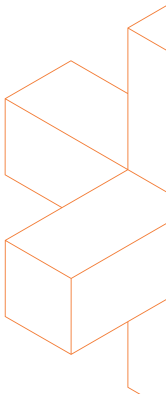
Customer Case Studies

Dawn Food

A global bakery manufacturer and supplier that inspires bakers around the world.

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Just Eat Takeaway.com

Just Eat Takeaway.com specializes in online food ordering and home delivery

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JSW One

A tech-based solution platform serving JSW Group's B2B and B2C customers.

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Geberit

A Swiss multinational group specialized in manufacturing and supplying sanitary products.

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Cimpress

Cimpress is a leading company for mass customization of bespoke prints.

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Trox

A major player in the development and sale of indoor air conditioning and ventilation.

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