







commercetools Composable Commerce for B2B

# How manufacturers, distributors and wholesalers can unlock the value of digital commerce with a robust, native B2B-specific feature set

Create differentiated customer experiences with powerful, flexible and configurable commerce functionalities at every step of the business buying process. By creating frictionless experiences, you can help them complete purchasing activities more effectively, capture more of their spend and make the most of eCommerce opportunities.

-  **Discovery**  
Make your products discoverable online across your digital channels and touchpoints, marketplaces and promotional activities.
-  **Product catalog**  
Digitize your product catalog and customize it according to your customer needs. Support multiple variations and configurations as well as custom products with flexible data modeling.
-  **Pricing**  
Customize your pricing without limits: Support customer-specific, bulk pricing as well as discounts that match your requirements.
-  **Sales and approvals**  
Facilitate the B2B buyer journey for multi-layered organizations with buyer approval flows, quote generation, negotiation, management and more.

## Ordering and payment



Make even the most complex ordering flows a breeze with seamless checkout and support for collaborative buying. Shopping carts are updated across channels seamlessly. Support multiple payment methods, including Purchase Orders.

## Fulfillment and service



Enable fulfillment capabilities to multiple locations and track down inventory across multiple warehouses.

## Want to achieve even more?

Discover our extensible and customizable platform	A no-code interface to manage all things commerce	Deliver stunning digital storefronts at lightning speed
Extend your composable commerce platform beyond the core functionality. Insert custom logic, model your data and integrate best-of-breed solutions that best match your requirements with a fully extensible and customizable B2B platform.	Run commerce experiences with a no-code interface, the Merchant Center. Create new promotions, manage discounts and set up new sales outlets, and improve employee productivity for business and technical teams alike.	With commercetools Frontend, you can develop, differentiate and deliver digital storefronts with minimized development effort, faster time to market, reduced costs and a seamless integration with commercetools Composable Commerce for B2B.

# All of the out-of-the-box features for B2B at a glance

## Discovery

- **Marketplaces:** Leverage marketplaces of all kinds (company-owned, third-party, horizontal or vertical marketplaces) in a plug-and-play manner.
- **Promotions:** Create any type of promotion your business needs, including free gift items, fixed price, % off an order, etc.
- **Search:** Language-aware, full-text search power comprehensive product searches. Easy navigation and faceted filters allow you to scope down results by countries, channels, currencies and more.

## Product catalog

- **Custom and complex products:** Unlock multiple product variations and configurations, as well as complex product relationships, in a customizable product catalog.
- **Customer-specific product catalogs:** Create custom catalogs that show a pre-selected set of products to customers based on sales negotiations, available items and/or customized to your customer needs.

## Pricing

- **Pricing at scale:** Support up to 50,000 prices per product variant and serve the needs of B2B companies with multiple stores or business lines reliant on customer-specific pricing.
- **Business unit-specific prices:** Set product assortments and pre-negotiated prices per business unit to deliver tailored shopping experiences.
- **Business unit-specific discounts:** Set discounts per business unit on the cart/order or per organization, enable one-off deals, etc.

## Sales and approvals for B2B

- **Business units:** Model your customer's organizational structure and set the appropriate roles and permissions, so associates can place orders and quotes on behalf of their business units.
- **Granular roles and permissions:** Further define roles and permissions within multiple business units so customers can manage their business activities effectively.
- **Buyer approval flows:** Help customers implement purchasing checks and balances to ensure authorized purchases based on specific criteria (i.e., order total, shipping costs).
- **Quotes:** Automate the quoting process to reduce manual labor and overhead costs. With the flexible and extensible Quotes API, businesses can model and reflect existing sales and quoting processes, including quote generation, negotiation and acceptance.
- **Audit Log:** Track changes related to business units, associates and roles.

## Ordering and payment

- **Omnichannel carts:** Any shopping cart updates are immediately reflected on every channel.
- **Shopping cart "freeze":** Prevent discrepancies from price updates in potentially protracted collaborative buying processes.
- **Purchase order support:** Enable your business customers to pay via Purchase Order, and keep track of it in their systems of record, e.g., ERP, CRM, etc.
- **Subscriptions, reordering and order scheduling:** Enable buyers to easily reorder and schedule orders.

## Fulfillment and service

- **Multiple shipping options:** Give buyers the freedom to ship one order to multiple locations and help them track their shipments.
- **Customer search:** Find your customers' business units faster in the Merchant Center as well as the API to streamline your customer care, troubleshooting and order management.

### Get started!

Try out commercetools Composable Commerce for B2B for free  
[commercetools.com/free-trial](https://commercetools.com/free-trial)